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VOLUME 15, NO. 2

PLAY·METER

February 1989

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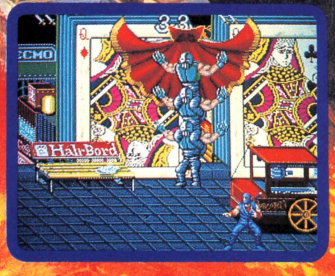

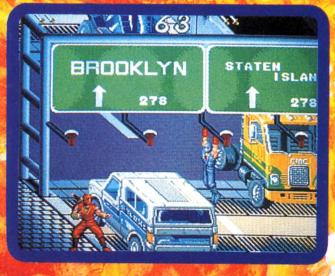

NEWS BULLETIN

.....The nation's jukebox operators and some major record labels have joined forces to conduct a jukebox ''Play Your Heart Out'' promotion for February. The love songs of seven contemporary artists will be featured at more than 10,000 jukebox locations across the United States. Spearheading this historic-first collaboration is the AMOA, whose members own and service nearly 115,000 of the nation's estimated 225,000 jukeboxes. The promotion will be coordinated through Pittsburgh's Sterling Title Strip Co. and the country's one-stop record outlets that sell to the jukebox industry. The artists include Debbie Gibson (Atlantic), .38 Special (A&M), Boy Meets Girl (RCA) and Lacy J. Dalton (Universal). Sam Atchley, AMOA's label liaison, was instrumental in bringing the promotion to fruition.

.....Hollywood Merchandisers will award their Second Annual ''Distributor of the Year'' award for 1988 at ACME '89 in Reno. The award is based on total performance, not only total sales, according to Reid Meredith, distributor sales manager. The winner of the award will be in our post-ACME issue.

.....Joe Robbins, president of Sun Corporation of America, announces the introduction of three new games bearing the ''Sunsoft'' label; they'll be displayed at the ACME show in Reno. *VS. Platoon* is a conversion kit for use on any VS, Dual, or Uni-system game; it's based on the Vietnam War film *Platoon*. *Tough Turf* is a two-player, street-fighting game featuring eight levels of game play. *Bay Route* is Sunsoft's newest game; it'll be at Booth 611 at ACME. Robbins said Sunsoft has held off re-entering the coin-op field until they had a strong program to offer.

.....In other news concerning Sunsoft, Rich Robbins, vice president of operations and development, has created a new R&D division at Sun's headquarters in Wood Dale, Ill. This division will be producing new coin-op games; it'll be headed up by Howard Shere, formerly of Bally.

.....Nintendo dominated the home game segment of the Consumer Electronics Show (CES), held in Las Vegas in early January. Attendees flocked to Nintendo's booths, eager to see the latest innovations from the home system giant. We'll have a full story on the CES in our March issue.

.....William ''Si'' Redd is this year's honoree for the Easter Seal Dinner, to be held on Feb. 26 at The Peppermill Hotel and Casino in Reno. Cocktails begin at 6 p.m., with dinner to follow at 7 p.m.; admission is $125 per person. For more information, call Dee or Erna at (702) 739-7771. The deadline for tickets is Feb. 22.

.....SunBelt Amusement and Vending Co. has moved to a new facility and changed its phone numbers. The new address is 3208 International Pl., Irving, Texas 75016; the phone number is (214) 438-7755. The FAX number is (214) 438-4820; the toll-free number (for Texas only) is (800) 442-7744.

.....The Winter Gardens in Blackpool, England, is once again playing host to The Blackpool Amusements Exhibition, to be held on Feb. 21-23, 1989. Officials estimate that 85 percent of the booth space has been sold; many of the 80-plus exhibitors are newcomers. Among them are Konami Europe, Euromax Electronics, Ace Novelty, Deith Leisure, Brent Leisure, Cummins-Allison, Coin Controls, and Crown Leisure.

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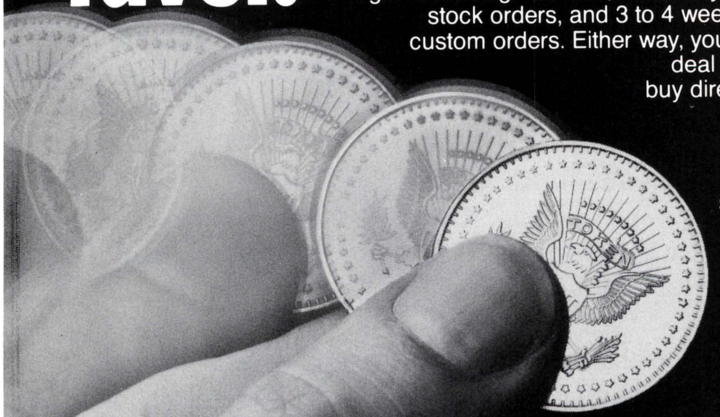

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PLAY·METER

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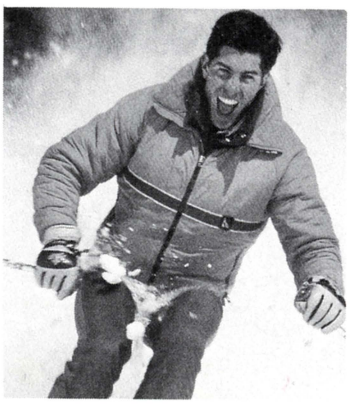
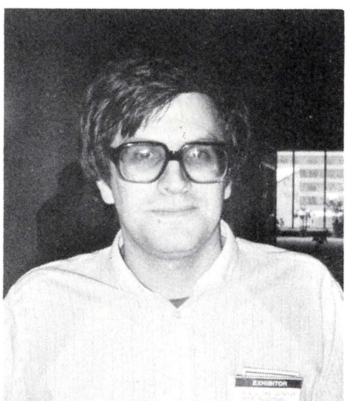


Return to Reno: Gem of the Sierras 20

If you were not lucky enough to attend ACME last year, this is your second chance. If you did attend, then a return visit will afford the opportunity to savor the beauty of the Sierras plus see the biggest and brightest that coin-op has to offer on Feb. 23-25 at Bally's Reno, our host hotel.

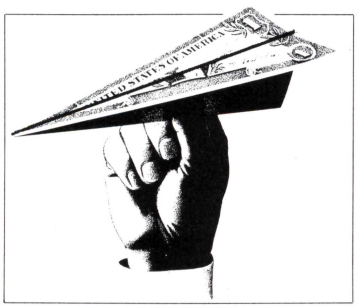


Coinman: Jeff Rosenthal 49

As that sticky quagmire of tax season approaches, it seems the best time to have Jeff as our coinman. His explanations of present tax laws may help us extricate ourselves from the quicksand of tax doubletalk. Jeff sees taxes and coin-op from more than one perspective. He heads his own tax service and was an operator for 11 years.

Special Section: Financial/ Management 55

We've responded to requests for information helpful in daily business operations by designating a special section of financial and management articles. Subjects include "The Seven Commandments of Personal Financial Planning," "Forecasting Your Financial Needs," "Do You Need a Personal Financial Advisor?," "How to Kill Your Business" (what not to do), "Pitfalls of the Absent-Minded Businessman," "Checklist for Incorporation," and "Amusements and Depreciation: What all Operators Should Know."



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Cover: Arachnid staffers are on top of the dart world with their latest product, the Master 7. They are preparing for a record crowd at this year's BullShooter IV World Challenge of Champions as they welcome competitors from the United States, Australia, Japan, New Zealand, and many European countries. It promises to be quite an event. Credit hard workers, from left: Bernie Powers, Paul Beall, Marcio Bonilla, Shirley Merlo, and Sam Zammuto.

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Winning the IRS olympics

On your marks, get set, go! Sharpen those pencils, buy a new calculator, stock up on batteries, and sort through your year's receipts. Get ready to win the IRS Olympics. Remember last year when you promised you would be organized this year? Well, maybe next year, then.

Last year we devoted our February issue to an assortment of tax-related articles to help you get through the deluge of new tax laws and paperwork that go hand in hand with doing tax returns. We had no idea how popular the issue would be, but requests for it soon left us with no extra copies. Not unlike a game that turns out to be a hit with demand outdoing supply! Since everyone once again is preparing to do their tax returns, we wanted to offer some additional tax tips, hopefully, some will apply to you and your businesses.

Jeff Rosenthal had been a featured speaker at Play Meter's AOE show and continued his seminars at ACME. Jeff is an accountant, so he is familiar with the new tax laws and their applications. He is also an operator, which makes him the perfect source for updating his peers on how the laws will be applicable to operators in the coin-op industry. He has written an article on depreciation, a subject we get a great many requests for, and he agreed to let us interview him as our coinman for the month. It's a good thing we caught him now because he's hard to reach at tax time!

Irving Blackman has written tax articles for Play Meter for many years, and last year he was a featured speaker at the AMOA show in Chicago. He has an understanding of tax laws and sprinkles his articles with examples we can all relate to in an effort to help make sense of what the IRS intends for us to do. You will find an assortment of tax tidbits from Blackman.

I know that every article will not be tailor-made for every operator, but each one will affect someone. I have found myself saying "I didn't know that" while typing some of these articles. In fact, a couple of things I read saved me some tax dollars. Even if a subject doesn't apply to you this year, you may remember reading it when you do need it down the line. An operator called not too long ago looking for an article he had a vague memory of. I looked through our archives and found it . . . from seven years ago! What a memory!

There is a wealth of information in this issue that should help untangle some of the confusion tax time brings with it and put things in perspective. As you read through these special articles, perhaps you wish there was one on a specific subject we may have missed. Please pick up the phone and call so we can include it in our tax issue next year.

Don't forget that ACME in Reno is just around the corner. Play Meter will be presenting awards to the companies operators voted the best overall for video, pinball, and other equipment, as well as the best innovative play feature and the best new game. I love that part of the show because it is the operators who picked the winners. We'll present these awards at the cocktail party on Friday night. Everyone is invited. Please join us for a drink and a chat.

Although I don't have any idea how gambling losses (wins!) are handled at tax time, come to Reno and have a great time, visit old friends, see the latest equipment, and perhaps try your luck at one of the casinos. See you there!

Valerie Cognevich

Valerie Cognevich
Editor

P.S. I would like to extend our sympathy to the family and friends of Carl Military of RMV in Imperial, Pa., who passed away suddenly January 7 of a heart attack. Sal Miranda of SMS said that Carl was a dear friend and a true gentleman. "He was very well-liked and is irreplaceable. I will miss him terribly. It's hard to say goodbye to a good friend; all who knew him are saddened by his death."

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All about locations

There's a scene in the 1950 movie classic, "All About Eve," where Celeste Holm confides in Bette Davis that she suspects her husband is falling for another woman. She tells volumes with a few words: "The things about me he fell in love with, he got used to a long time ago." As anyone who's been married a while can tell you, this is all too true. The man and woman who fell in love and couldn't stand to be apart, gradually start to take each other for granted. Each spouse can become "invisible" to the other. The early enchantment diminishes with familiarity; the stresses of career, family, and home tend to erode the relationship; and passion is replaced by passive acceptance. It's difficult to maintain a high level of romanticism amid piles of dirty laundry and a joint checking account that sometimes turns anemic.

The operator-location relationship often suffers in much the same way. A location once considered a vital part of the operator's route, one that receives new equipment and much attention, can sometimes "slip" and be taken for granted. It can be labeled one way, and in the operator's mind does not need new equipment. It's a very gradual process.

Then one day a competitor approaches the location and the operator sees it in a totally new light. He must then "wake up" to the value of the location and decide if he has been underrating it. Plants don't grow without water and sun. Locations don't prosper with tired and dated equipment. Has the operator perhaps *neglected* this location, leaving it open to a more ardent or appreciative suitor—the competitor?

It's true, as one Louisiana operator stated after AMOA Expo '88, that we are now a business where we order ones and twos where in the past we have ordered fives and tens of a particular piece. Operators make a mistake by closing down purchases entirely. The operator who must decide what to do about a location labeled as "less-productive" may find revenues far exceeding expectations if he decides to step back and look at the location anew, invest in fresh equipment, and service the account in the same fashion he did at the start of the relationship.

There are always going to be chances taken on new equipment. For every few "winners" there's bound to be a "dog" in the group. Manufacturers are not exempt from error, as the pinball *Robo War* and video *Rough Ranger* attest. These were, to put it kindly, not the best product to hit the market recently. It's all part of the business, though, taking the risk and hoping for more good than bad. We can't be guaranteed a winner every time. That's a fairy tale, and we live in the real world.

It's wise to head-off any inroads into your business. Don't wait for a competitor to open your eyes. Take a long look at current locations in this new year and think about elevating ones that have been taken for granted in the past. New equipment will make the location "cook" again, and the resulting revenues will remind both operator and location why they made such a great combination in the first place.

Speaking of great combinations, all those couples feeling the strain of everyday life could use some quiet time alone. It takes planning, but is well worth it. Reminisce about the early days, recall the best times, and be happy that you found each other. Locations aren't the only places where a smile, a kind word, and a little attention can make a big difference.

Bonnie Theard

Bonnie Theard
Managing Editor

Leland Corporation

SUPER OFF ROAD™ Quiz #1

Ivan **IRONMAN** Stewart is:

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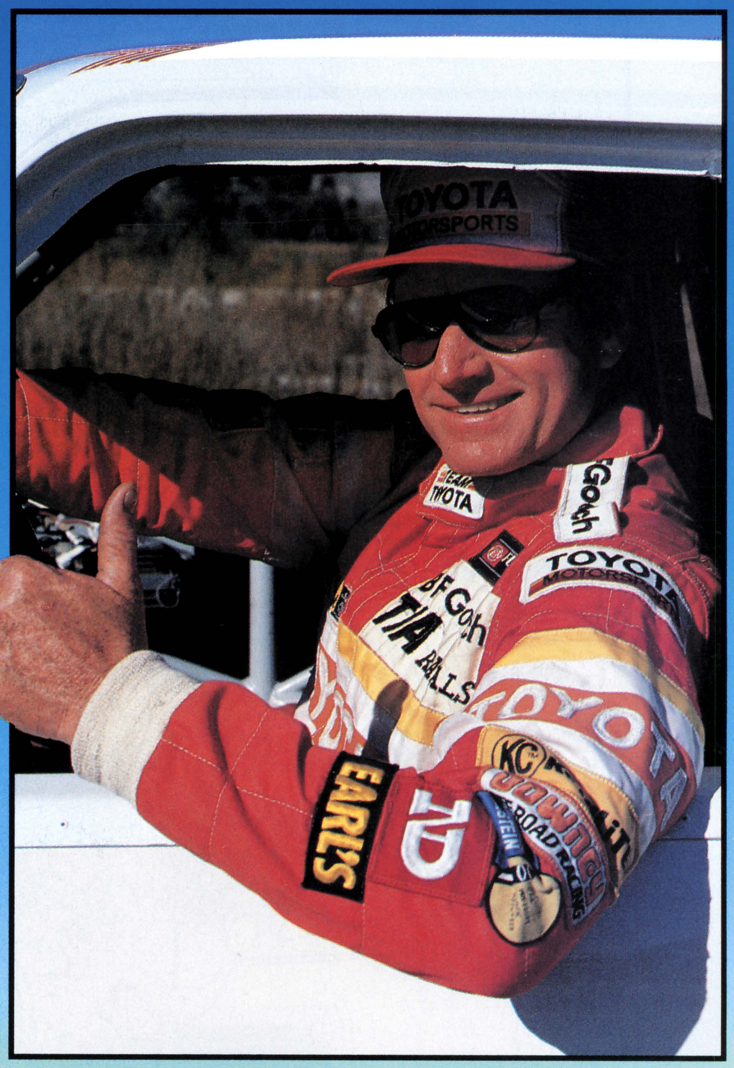
c) Unveiling our new video game, SUPER OFF ROAD at the February ACME '89 Show in Reno, Nevada

d) All of the above



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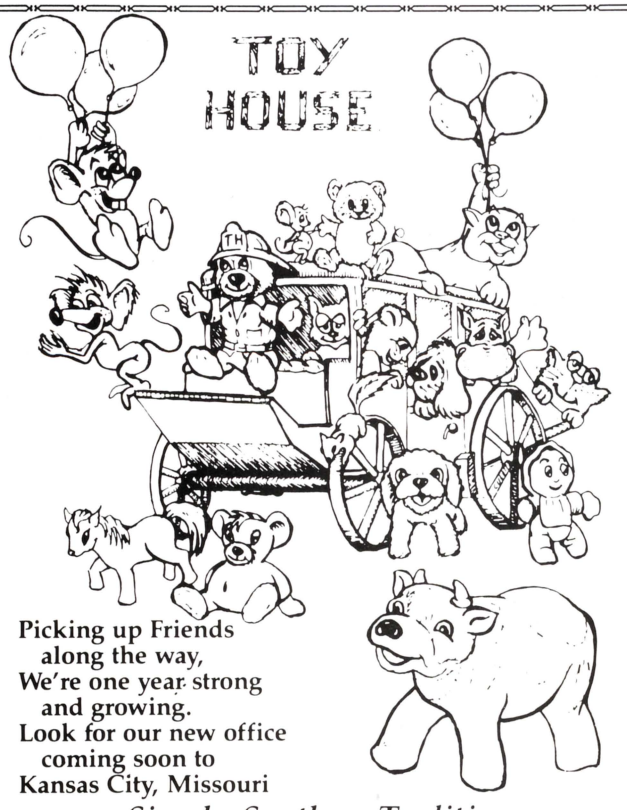

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LETTERS

Sincere thanks

We just wanted to thank you for mentioning our product (the *Songbird* jukebox) and our company in the December issue of Play Meter. We are a small company that is not financially capable of the kind of advertising we would really like to do, so your mention of us in your article is especially appreciated.

Thank you again from all of us.

Paul M. Harmon
Carson City Parlour

Words of praise from WAMO

Congratulations to Christopher Caire and Play Meter for an excellent interview with Wally Bohrer Jr. in your November issue. WAMO (Wisconsin Amusement and Music Operators) understandably is truly proud of its "favorite son" and all that he has contributed to the industry while serving AMOA on its board of directors, and most recently as one of its finest presidents.

Special thanks to Play Meter too for its frequent kind remarks and its reporting of WAMO activities and achievements. I hope we can continue to count on your support. Good luck in '89, and keep up the great work!

Joe Phillips
WAMO Executive Director

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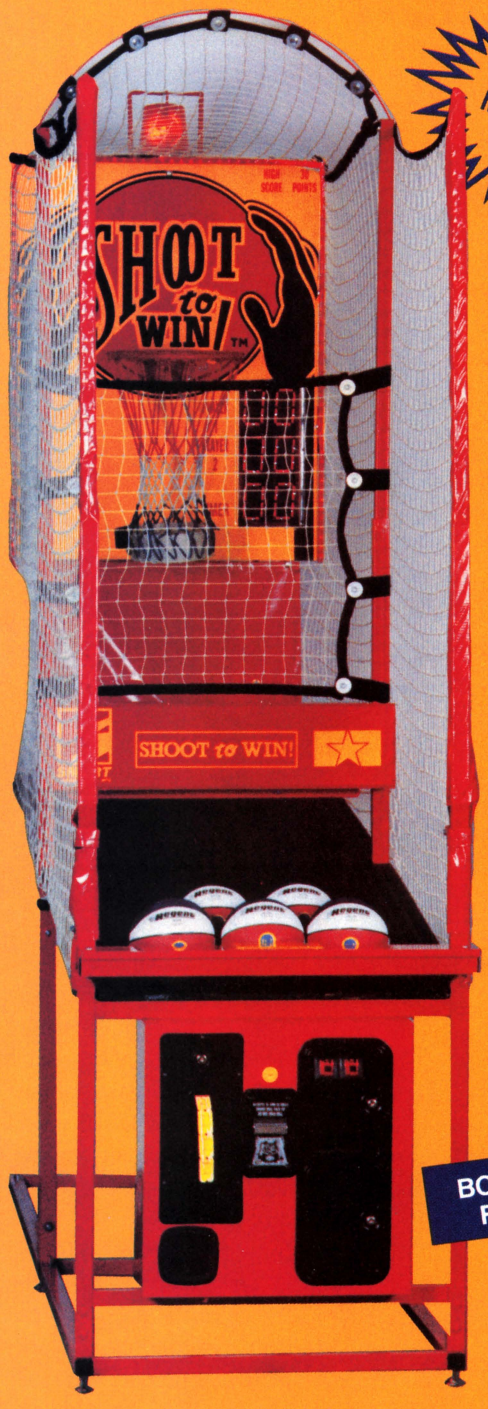

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2 HOOP

MONEY MAKER

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Arachnid gives products the personal touch

Not many company presidents take the time to send a letter to each person who purchases one of their products. But at Arachnid Inc., President Paul Beall believes in that personal touch and the follow-up to help operators become successful with his favorite game— English Mark Darts.

Said Paul, "There are a great many good people in our organization who work with operators and our distributors directly to help them promote their games. We spend a lot of time on our 800 number. Each time a game is sold we send a card asking the purchaser what kind of helpful information is needed, such as league organization guidance and game promotion. Then I send a letter to each person. We give back in a lot of different ways that are unseen. We give back to the most important people, our customers."

Arachnid has been building a loyal customer base since it first introduced electronic darts in the late 70s. Beall was the first and only employee at the start. Now the company includes 140 employees functioning in sales and marketing, research and development, engineering, production, and promotion.

Electronic darts can be traced back to early 1975 when Beall, then a patent illustrator with a patent law firm, worked on a patent for a coin-op dart game inspired by Rudy Allison. Allison's machine tool business didn't follow through with the game and Beall purchased the company in 1977, then led the way in coin-op safety-tip nylon darts. First came the ***English Mark Darts 1000*** Series. Now the main products in the company line are the ***4500*** Series (economy model), the ***6000 Plus***, and the new ***Master 7*** (***7000*** Series).

"The monitors on the ***6000 Plus*** and the ***Master 7*** have opened up a whole new world of darts," said Beall. "You can play all kinds of competitive games in addition to the usual dart games." The ***Master 7*** offers Poker Darts, Black Jack Darts, Ship-Captain-Crew Darts, and Darts Roulette 200.

Beall explained, "The backbone of our business is the ***6000 Plus*** with the monitor. From that we'll be able to expand to all types of different games that can be added to our present line, or introduced in a total new product as in the ***Master 7***. That game is for the mature market. It's not recommended for locations where there are a lot of novice players.

Marcio Bonilla, vice president of sales.

"For the location with only one dart game, we recommend an operator start with the ***4500*** Series," continued Beall. "It gives the operator a chance to get his feet wet while spending the least amount of money. Our ***6000 Plus*** is the most universally used game and it can be changed to a ***Master 7*** with the change of a board and some graphics."

Where is future development heading? Beall responds, "All good coin-op companies should answer the needs of the players. We'll always continue to work on research and development. Take the monitor, for instance. You don't have a dart game in today's world without the monitor. The sound and graphics just brings the age-old game of darts into the 21st century."

Arachnid is also a good marketing firm and provides support for its league

Paul Beall (l), president, and Bernie Powers, director of sales and marketing.

Chris Beall, field sales representative.

Sam Zammuto, vice president of marketing.

packages. The company's international dart event, BullShooter World Challenge of Champions, is now in its fourth year and expecting 4,000 competitors on Memorial Day weekend, May 26-29. For the first time, the size of the event dictates a larger facility than a major hotel; the games will be held at the O'Hare Expo in Chicago. European Cup challenge matches are set for May 26, followed by Pacific Cup competition with players from Japan, Australia, New Zealand, and the United States. Social events will include a costume party on May 27 and a Sock Hop on May 28, both at the Hyatt Hotel adjacent to O'Hare.

This is all a far step from the first dart league formed in Rockford, Ill., in 1979. Arachnid estimates the total dollar volume of electronic dart games more than doubled between 1985 and 1986, and the number of units on location grew from 35,000 in 1985 to 85,000 in 1987.

"All good coin-op companies should answer the needs of the players."

In addition to promoting its product line and league programs, the company offers a full line of dart accessories and clothing from jackets to T-shirts and mugs, all with the ***English Mark Darts*** logo. According to Beall, "Dart accessories represent about 2.5 percent of total sales. It's just like a pool player and a bowler. They want their own equipment. It helps build their comfort level."

The company also manufactures ***Smart Darts***, a soft-tip dart game for the home, and an electronic home dart game. Sales have been on the rise for both of these items, indicating a healthy interest in the sport.

"The market for darts is growing, and growing rapidly," observed Beall. "The location market and home market feed off of each other. The game of darts is a

Shirley Merlo (l), parts and accessories manager, and assistant Candy Nelson.

Gene Harlan (l), chief engineer, and Claude Fernandez, mechanical engineering supervisor.

game of skill. People practice at home and want to know how good they are in a competitive situation. They want to go out to a location and challenge others.''

Arachnid has not relaxed in its pursuit of game players across the globe. Recent efforts to enlist greater game play in Canada has been successful. Field sales representatives Chris Beall and Dean Hinueber have been assisting Canadian operators and expect that market to do quite well.

''You don't have a dart game in today's world without a monitor.''

Several major staff members contribute to the ongoing success of the company. Bernie Powers, director of marketing and sales, has concentrated on introducing Arachnid to the international market. Shirley Merlo, parts and accessories manager, and her assistant Candy Nelson, are responsible for selling repair parts and all promotional products. Marcio Bonilla, vice president of sales, promotes ***English Mark Darts*** to operators and distributors.

Sam Zammuto, vice president of marketing, actively promotes darts and the development of leagues. Gene Harlan, chief engineer, and Claude Fernandez, mechanical engineer supervisor, are the mainstays of the engineering department. Harlan was the designer of the ***English Mark Darts Super 6***, the first dart game to incorporate Cricket. He was also instrumental in the design of ***Audio Darts*** for the visually impaired.

Field sales representatives are Chris Beall, Dean Hinueber, and Dave Schultz. They travel nationally and internationally to advise game operators on how to successfully use Arachnid's league and tournament program.

Other staff members are Bob Milnichuk, general manager of manufacturing and injection molding, and Chris Beard, production manager in charge of manufacturing the electronic coin-op games and ***Smart Darts*** home games. The injection molding division does secondary operations such as sonic welding, hot stamping, and die-cutting.

One intriguing question remains, and that concerns the name Arachnid. Where did it come from? The answer: It's a biology term, from a phylum of multi-legged insects. It's no wonder so many insect terms abound in the dart games, such as the Spider and the Web that helps keep darts from going astray.

Said Beall, ''We've always stayed true to the insect family when naming our accessories, choosing names such as Scorpion. Some people who see our name in the phone book think we sell insects. But unless it's electronic insects, we're not interested.''

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Bob Milnichuk (l), general manager, and Chris Beard, production manager.

Bob Milnichuk by one of Arachnid's injection molding machines.

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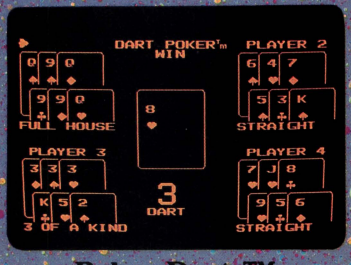

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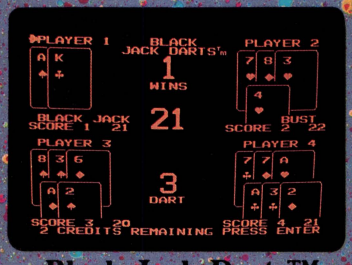

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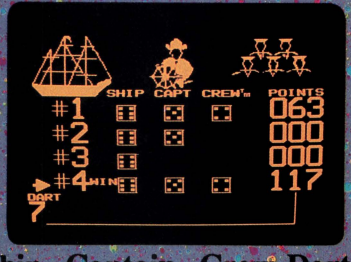

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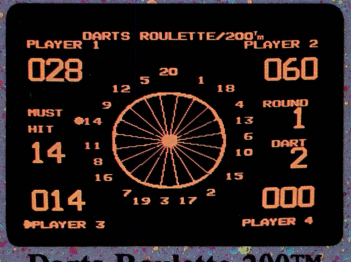

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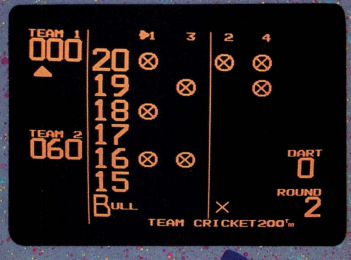

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Return to Reno: gem of the Sierras

by Bonnie Theard

If you were asked to name the city that offers breathtaking scenery, casinos, a Philharmonic Orchestra, dazzling showgirls, award-winning restaurants, serious shopping opportunities, an antique car museum, and both summer and winter recreational facilities, you might be hard-pressed to come up with an answer. That is, until you think of Reno, Nev.

Reno, affectionately called "the biggest little city in the world," is again the host city for the American Coin Machine Exposition (ACME). Nestled in the High Sierras, this warm small town with the big city heart will welcome show attendees with open arms. Last year ACME drew a large crowd from the western United States and expects to beat that record in '89. Demand for booth space has exceeded supply, causing the opening of additional floor space to accommodate more booths.

Bally's Reno, an impressive hotel with no less than seven restaurants and 2,001 guest rooms, is again providing red-carpet treatment for ACME attendees. The hotel features one of the world's largest casinos, a major showroom and smaller entertainment lounges, 50 bowling lanes, two movie theatres, and a complete shopping mall with 40 specialty shops.

In addition to the attractions in Reno itself, side trips to famed Lake Tahoe, Virginia City, and Carson City are well worth the trip. Considering the time of year, side ski trips and snowmobiling will probably be the order of the day. Or you and your spouse may want to attack the many shopping areas in search of classic western wear that proves you were in the Sierras.

The altitude in Reno is 4,400 feet. Humidity is low, making high and low temperatures comfortable. Expect crisp winter mornings as you head for outdoor recreation such as the over 160 lifts, trams, and gondolas in the Tahoe Basin.

Reno and nearby Sparks offer five golf courses for those who wish to stay close

ACME '89 host hotel, Bally's Reno.

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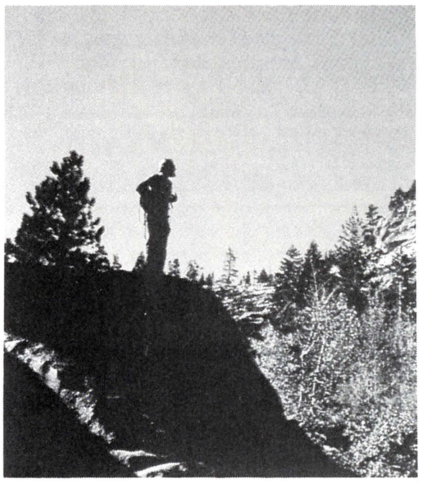
to the host city. Both indoor and outdoor tennis courts are available for court enthusiasts. The casinos and entertainment in hotel showrooms goes without saying. You can find intimate lounges that handle small groups or opt for the main showrooms that seat several hundred.

Among the many attractions in Reno are the Fleischman Planetarium that offers daily films, lectures, and telescope viewing; Harolds Club Gun Collection and Museum that showcases Winchesters, Colts, Remingtons, and other historical firearms; and the William F. Harrah Automobile Museum that impresses everyone with the beauty of finely-crafted vehicles from days gone by.

Other museum viewings include the Wilbur D. May Museum and Arboretum, a small and interesting museum that houses a varied collection gathered by world-traveler May, and the Nevada Historical Museum that displays the work of one of the finest weavers of American baskets, plus Indian artifacts and antiques from the mining days that figure in the history of Reno. There's also the Sierra Nevada Museum of Art that's housed in a neo-Georgian mansion.



Hiking is a favorite recreational sport in the picturesque Sierras.

Admirers of slot machine design over the years will enjoy the Slot Machine Collection and a chance to see the evolution of slots from its early days. Victorian homes abound in the area, and one of special note is Lake Mansion, built by the founder of Reno, Myron Lake. It is an outstanding example of early American and Nevada history.

Other Attractions

Side trips to Lake Tahoe and Virginia City, for example, can be accomplished in a day. Closest is Virginia City, just 24 miles southeast of Reno. Gold and silver ore made this a major city of the past and it figured in the financing of the North in the Civil War. Many saloons, homes, churches, and business buildings have been restored to their former beauty.

Next is Carson City, 29 miles south of Reno. It is the capital city of Nevada and offers many Victorian mansions; the Nevada State Museum, the Governor's Mansion, the Nevada State Railroad Museum, and more.

Just 32 miles north of Reno is Pyramid Lake, which is in the middle of the desert with mountains surrounding. Truckee,

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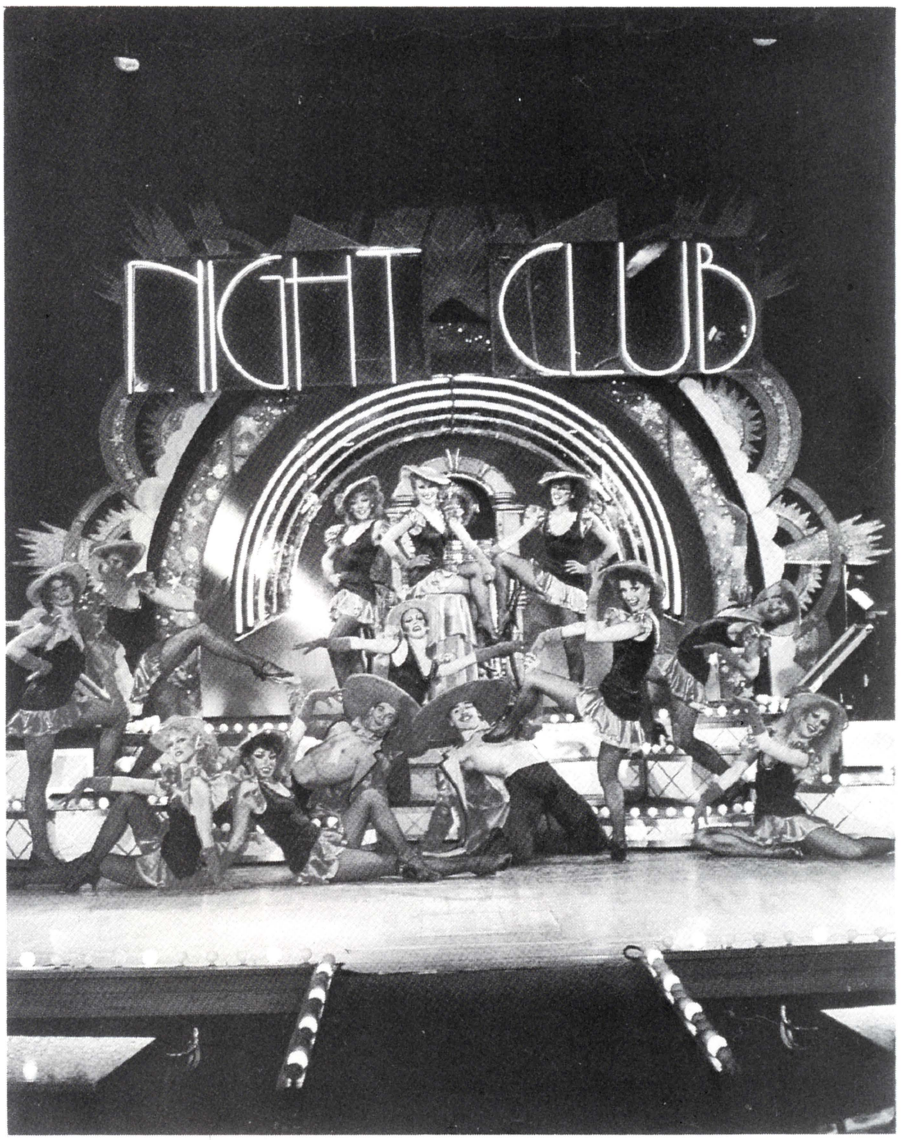
just 35 miles west of Reno, is a mountain community on the banks of the river of the same name. A booming lumber town of the past, it's architecture and frontier feeling has been preserved. Genoa, a small town 43 miles south of Reno, marks the first permanent settlement in the state.

Lake Tahoe is certainly the best-known attraction, a mere 45 miles southwest of Reno. It is named for a beautiful lake found 6,200 feet above sea level. The scenery in Lake Tahoe has awed visitors since the 1860s. While there, drive the 73 miles of highway that ring the lake, considered one of the purest. Stop by Emerald Bay, another exceptional spot in the southwest corner of Lake Tahoe. Here you can see snow-capped mountains and Eagle Falls. Sixteen major ski resorts are located in Lake Tahoe and can accommodate the novice and the pro in downhill or cross-country skiing. Each resort has rental equipment, or you can avail yourself of ski rental shops in the vicinity.

Tahoe visitors will also find the Ponderosa Ranch, the home of the TV show "Bonanza," and Vikingsholm, a 1920s stone castle replica of a Scandinavian mansion. Lake cruises are available on the sternwheeler M.S. Dixie, paddlewheeler Woodwind, and cruise ship The Tahoe Queen.



Glittering night life and world class casinos are hallmarks of Reno.

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Franktown Corners offers shopping and dining with a European atmosphere.

Shopping

Reno offers a varied shopping experience. Visitors can select from a small collection of stores or patronize large traditional malls in the search for mementos of their stay in the Sierras. Among the choices are: Arlington Gardens, Franktown Corners, Indian Colony Corners, Meadowood Mall, Old Town Mall, Park Lane Mall, Shoppers Square, Smithridge Plaza, and the Southwest Pavilion.

Of these, Southwest Pavilion is the newest, opening just last year with 16 specialty shops. Of special note is Indian Colony Corners, which is operated by native Americans. Arts and crafts offering the work of over 135 craftsmen make it a unique experience for the unusual in jewelry and other items. Arlington Gardens, operated for 34 years as a nursery, is an unusual garden shopping mall with over a dozen shops offering designer clothes and a garden center.

Dining

Now comes one of the most important elements in Reno. Where to stop after a full day on the exhibit floor, a lengthy shopping excursion, or following a day of touring? The choices could fill a whole section of the magazine, but let's focus on the closest ones at our host hotel.

There are the seven restaurants at Bally's: The Steak House, with the obvious house specialty of well-turned steaks (also lobster and prime rib); Cafe Gigi, award-winning French cuisine; Caruso's, Italian food to sing about; China Seas, Oriental dining at its best; The Bounty, a fresh seafood haven; The Patio Room, a 24-hour dining room with varied menu; The Grand Buffet, offering breakfast, lunch, and dinner; and the Sunday Champagne Brunch, a Reno tradition that can't be missed in the elegant Ziegfeld Theatre.

Restaurants in Reno fall into 11 major food categories: American, Basque, Chinese, Continental, French, Italian, Japanese, Mexican, Polynesian, Seafood, and Steak Houses. There are cozy hideaways, big dining rooms, family-style dining, and the ultra casual atmospheres.

Visitors will appreciate the selections of ethnic food and the good old American fare.

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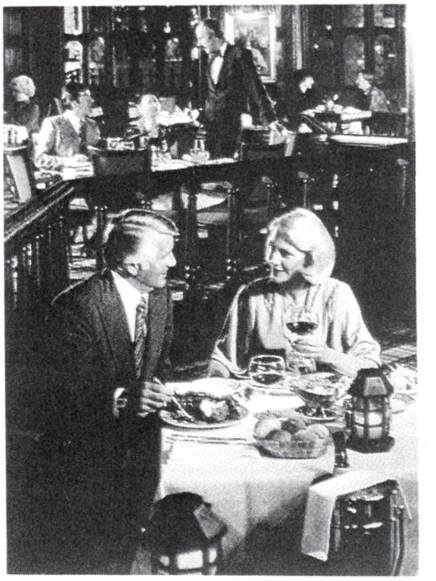

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Inventive mechanic creates new business

by Bonnie Theard

Jack Bean seemed an unlikely candidate for the coin-operated amusement industry or the casino game business back in 1980 when he worked on a Miami construction crew that drilled wellpoints. Today, Bean, an inventive mechanic, operates Eastern Gaming Tech Enterprise (EGTE), a company that specializes in converting used slot machines to token-dispensing slots.

Bean had been drawn to Florida by his love of water sports and decided to work there for a while. When he returned to New Jersey he wanted to further his education. He had always been involved in mechanics and opted to stay in the field.

Atlantic City was opening up as a gaming center then, and Bean took advantage of an opportunity to get training in the casino industry. "The idea of slot machines captured my imagination," said Bean. "I went for it and pursued it." Bean has earned a good reputation as a game technician in New Jersey. He's experienced in overhauling equipment and building new machines. Prior to his entrance into the world of game mechanics, most slot machine repairs were done in Las Vegas. Bean has provided a service that's really needed.

Bean is one of the men "behind the scenes" along the Jersey shore and a contributor to the area's success. He has created his own niche in the amusement industry with his new company. Bean has traveled an interesting road, one with four years as a slot mechanic at Resorts International before he decided to start a company that repaired token- dispensing slots.

At Resorts, he frequently repaired the handle mech assembly on Bally electromechanicals. He detected the problem as a stripped handle mech bearing stop plate and had the plate redesigned with a few minor changes, including an extruded bracket. Bean applied for and received a patent number. Approximately 800 plates were sold to Atlantic City casinos, but the games were soon replaced by new Bally electronic games.

It wasn't long before Bean applied for a gaming license in Atlantic City, as he says, "with the thought in mind of purchasing used slot machines and converting them to token-dispensing slots." After following all the correct procedures, Bean now has a warehouse of Jennings 700 and 400 series machines. Eighteen of his machines are in arcades in New Jersey, and he's doing work for Trump Castle. His most popular machine is the Five Line Bar 7 Ghost Machine. "It seems to be a winner," said Bean, who gets frequent calls for them. His goal is to have an inventory of 150 games on hand at a time.

Bean also does video game conversions for local arcades and has built a reputation for consistent, quality work over the years. He and his wife, Elaine, work together in the business. She does much of the preparatory work on the equipment, such as cleaning and lubricating parts. Bean builds his own wire harnesses and electrical testing equipment, plus designs circuit boards for conversion. Two of their friends, technicians in Atlantic City, work part time in the shop with them.

Bean's handiwork: old slots take on new life as token dispensing games in arcades.

A Jennings 400 coming in for repairs is unloaded by Bean (l) and Lee Evans of Henry's Playland in Seaside Heights, N.J.

Bean attributes much of his success in business meetings to his wife. "She's very professional," he states. Elaine's background is in selling fine jewelry, so the gaming business is a big departure for her. She's also the bookkeeper for EGTE.

Arcades along the Jersey shore use old slot machines as arcade games giving back tokens to players, who can then turn them in for prizes. The midway prizes of days-gone-by are still there, but today's sophisticated players save up token points for large prizes like TVs.

According to Bean, "A lot of people travel from New York to arcades in New Jersey to play skill-stop machines. They accumulate enough token points to win high value prizes. It's quite common for them to save up over a long period and turn in their points for a truckload of prizes they bring back home. The older crowd in New York have really responded to New Jersey's new limit of $1,000 prizes. In Atlantic City, players may not win anything. But at the arcades they can be entertained and save up for gifts. I was surprised at what a big business it is." New Jersey is presently coming to an end of the first year of this higher limit on prizes.

Jack and Elaine Bean in front of their EGTE shop.

The New Jersey Division of Gaming Enforcement keeps tabs on all slot machines, even those not being used as

Bean adjusts the coin diverter on a converted slot. Most of his work is on the Jennings 700 series, chosen because he can change the percentage easily with a change of the reel strips, some minor artwork, and reloading the matrix. These slots can be changed from a fruit game to a bar ghost or vice versa for under $250.

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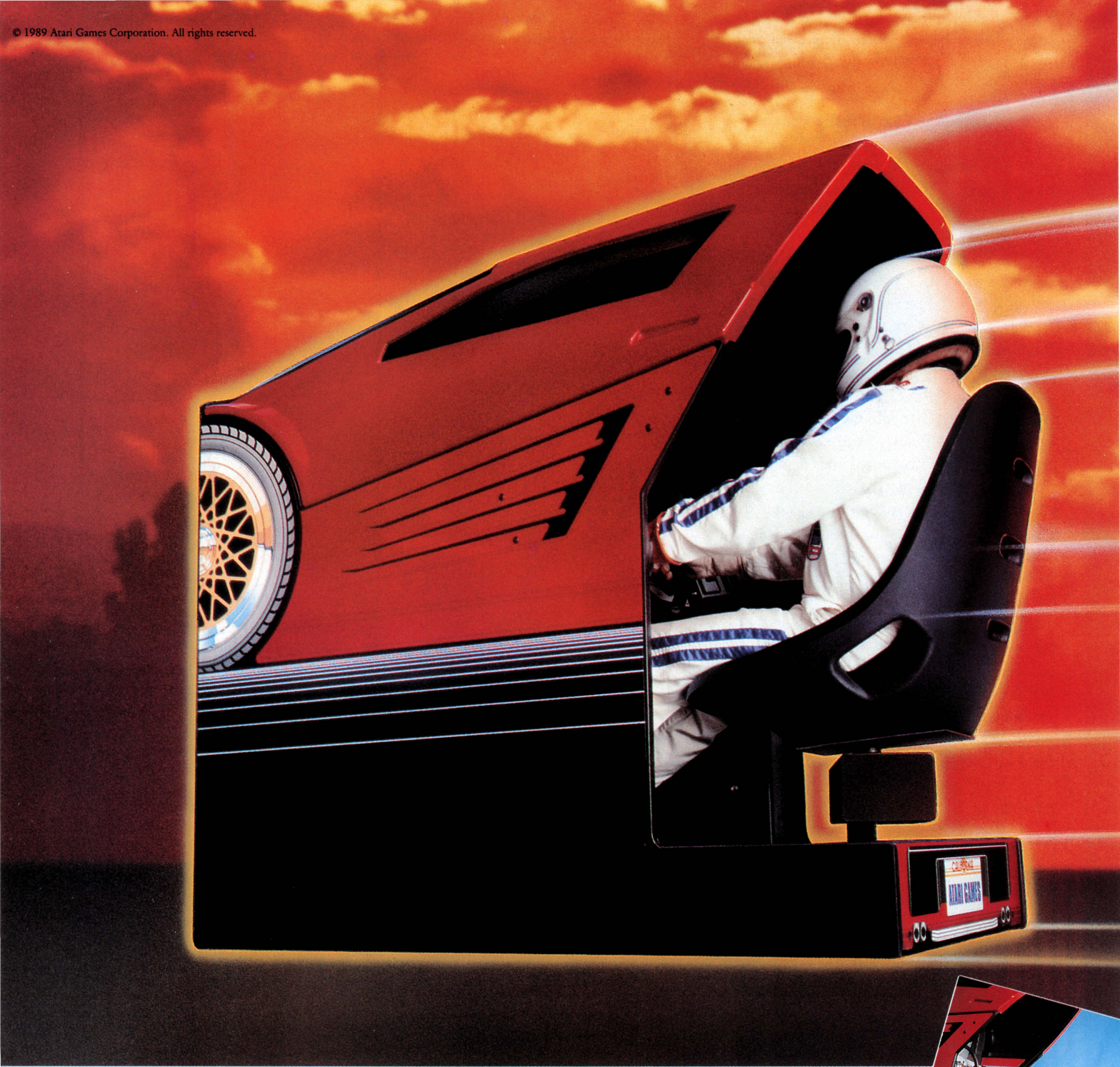

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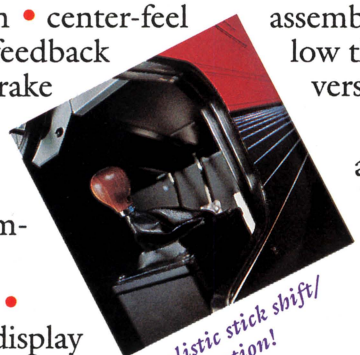

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Elaine Bean in her work area, where machine reconditioning takes place. She doubles as office manager, handling both the bookkeeping and secretarial duties.

slots any longer. Businessmen interested in using the machines in any other fashion have to get approval from this division. Slots converted to arcade games then come under the authority of the Division of Alcoholic Beverage Control. Both of these agencies have officially authorized Bean to buy and sell slot machines.

Since Bean has found a way to use old slot machines, he can purchase them from the casinos and slot machine distributors, then return them to an active life in arcades. He's in demand on both ends of the spectrum.

Not content with one successful idea, Bean also silk-screens his own slot glass and reel strips. He plans to sell the plates to casinos that may want to promote upcoming special events. Bean said, "We can give our machines their own special look".

His future plans include the development of a new progressive token-dispensing slot with a meter built-in. This eliminates the need for big overhead signs. Coin Concepts in East Brunswick, N.J., serves as Bean's co-distributor in the state.

Bean's accomplishments as an imaginative businessman and mechanic are heightened when it's realized that he completes all the intricate mechanical detailing with the use of only one hand. His determination has overcome what could be considered a limitation to others.

Bean welcomes interested calls on his token-dispensing slots, glass and reel strips, and arcade game conversions. Contact him at (201) 286-2390, or write EGTE, 1545 Rt. 37 West Unit 14, Toms River, NJ 08753.

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ACME '89 expands exhibit space

The 1989 American Coin Machine Exposition (ACME), to be held Feb. 23-25 at Bally's Hotel in Reno, Nev., has sold all available exhibit space in the Grand and Goldwyn Ballrooms. In an effort to facilitate exhibit space demands for an already sold-out show, 40 booths have been added to the Bijou Complex. It's located directly across from the Grand Ballroom exhibits and adjacent to the main registration area. To date, 484 booths have been sold.

"Careful consideration was given to expanding the exhibit area," said Bill Cravens, show committee chairman. "Unless we were able to accommodate exhibitors in a high visibility area, within the main flow of traffic, ACME would have decided not to expand. The Bijou Complex was the logical solution, provided that ACME '89 seminars could be moved to the mezzanine level meeting rooms in Bally's Hotel."

There are a host of seminars planned for ACME '89, to be conducted by such well-known industry names as Todd Erickson, Randy Fromm, Bob Snyder, Frank Seninsky, Charles Ross, and Dennis Sable. Fromm will conduct a four-part series on the digital mulitmeter, monitors (two parts) and conversions, and Ross will explore four important management topics: profit analysis, ROI, cash-flow analysis, and equipment budgeting.

Snyder will speak about cranes and redemption equipment, while Erickson and Seninsky give tips on routes and locations. Factory technicians from Williams/Bally Midway, Data East, and Premier will conduct a series of four 90-minute pinball clinics; all four will be on Thursday and Friday.

The manufacturer's firing line, an update on the dollar coin, and a seminar on the jukebox are all offered to registered attendees free of charge. Also free is a motivational seminar by fiery ex-football coach John Madden. That will take place on Feb. 25 at 9 a.m.

AMOA Government Conference '89 set

The Amusement and Music Operators Association (AMOA) will hold its 1989 Government Affairs Conference on April 16-18 at the Hyatt Regency on Capitol Hill in Washington, D.C. It's a once-a-year forum for AMOA members to be briefed on government regulations and legislation at the federal level as well as meet with their elected representatives.

Program highlights include:

- Sessions on dollar coin legislation, jukebox licensing and legislation, and regulations affecting tobacco vending.
- A briefing by AMOA officers and Robert Wilbur, AMOA's governmental affairs liaison, on the status of key industry issues.
- Visits with congressmen and their staffs. AMOA's Washington office will assist members in scheduling these meetings.

In addition, several social activities are planned, including AMOA's annual congressional reception. This will feature AMOA's Second Annual Congressional Pinball Tournament, plus a newly-added coin-op basketball tournament pitting members of Congress and their staffs against one another along party lines.

Wally Bohrer Jr. of Hastings Distributing Co. in Milwaukee, the immediate past president of AMOA, is this year's government relations committee chairman. Dick Hawkins of D&R Novelty Inc. in Rochester, Minn., is vice chairman.

Jerry Monday

Monday joins Nintendo team

Nintendo of America Ltd. has appointed Jerry Monday as its regional sales manager for the Commercial Products Division. He comes to Nintendo with more than two decades of experience at every level of the coin-op business.

Most recently, Monday has been running his own business in Los Angeles, Century Vending. The reins for Century Vending have since been turned over to his wife Sue, the company's vice president.

Monday's previous positions include

On the international scene, Steven Nicastro of Williams (c) journeyed to the French trade show and was snapped there with Hans Rosenzweig (l) and Dimitri Kikilis.

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100
SKILL POINTS

5 of a Kind
WINS
100
SKILL POINTS

Straight Flush
WINS
50
SKILL POINTS

4 of a Kind
WINS
25
SKILL POINTS

Full House
WINS
10
SKILL POINTS

Flush
WINS
8
SKILL POINTS

Straight
WINS
5
SKILL POINTS

3 of a Kind
WINS
3
SKILL POINTS

2 Pair
WINS
2
SKILL POINTS

Pair of Jacks or Better
WINS
1
SKILL POINT

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that of general manager/vice president for Betson Pacific in San Francisco and vice president for Circle International in Los Angeles. "We are elated to have Jerry join the Nintendo organization," said Alan Stone, Nintendo vice president of sales and marketing. "Jerry brings much experience and enthusiasm to what I consider the finest sales team in the business."

Dynamo debuts new hardware systems

Dynamo Corp. of Richland Hills, Tex., has introduced its 1989 line of video hardware systems that are grouped in four categories: Rival, Challenger, Cocktail, and Signature.

The Rival series will be available at an entry level price point. The Challenger series includes 19-inch and 25-inch versions with pull-out drawers as well as a 19-inch version without drawer. The Cocktail Series is a grouping of three tables in varying formats. The Signature Series, the flagship of the Dynamo line, features the most extensively engineered systems offered by the company.

All Dynamo hardware systems and other company products will be shown at ACME. All the systems feature high-quality cabinetry, Wells-Gardner monitors that can be mounted vertically or horizontally, 11-amp power supplies, JAMMA standard wiring harnesses, and more.

The company also plans to debut a front control panel on its monitors so they can be adjusted without moving the game. For more information, contact Mark Struhs at Dynamo, (800) 527-6054.

Video Jukebox names president

Video Jukebox Network Inc. has named Andrew H. Orgel as president and chief executive. He was most recently the senior vice president of programming and production at the Arts and Entertainment Cable Network in New York. Orgel succeeds Steven A. Peters, Video Jukebox's founder, who will remain as a consultant.

The Miami-based company operates nine cable channels and two low-power TV stations. All of them give viewers the opportunity to select which music videos they want to see and hear. The viewers call the station with a push-button phone and dial a code for their selection. A single video costs $2.

The lovable Mario posed for photos at AMOA Expo '88. Here he stands with Dean and Linda Mortenson. Mario's next leap to fame comes in a TV series.

Mario and Luigi coming to TV

For those unlucky children who didn't get a Nintendo home unit for Christmas, wipe away some of those tears. Viacom has decided to turn *Super Mario Bros. 2* into a syndicated TV show in the fall of 1989. It's going to be a semi-animated children's show: Mario and Luigi will be played by live actors introducing animated segments.

"We're talking about the single biggest phenomenon in the toy business," said Dennis Gillespie, Viacom's senior vice president of marketing. "Nintendo is projected to gross $1.7 billion for 1988. Remember the Cabbage Patch dolls? In their best year they grossed $600 million."

Valley responds to Arachnid lawsuit

On Nov. 4, 1988, Arachnid filed a lawsuit against Valley Recreation Products, claiming that Valley has infringed Arachnid's alleged trademark rights in a yellow, black, and red color combination for dart targets.

In response to that suit, Valley contends that the U.S. Patent and Trademark Office refused to grant Arachnid a patent for the alleged color combination trademark. Further, Valley says, it has not used nor does it intend to use that color combination for its *Cougar* or *Royal Dartes* dart machines. The new T-60/30 target kits won't be in yellow, black, and red either, the company added.

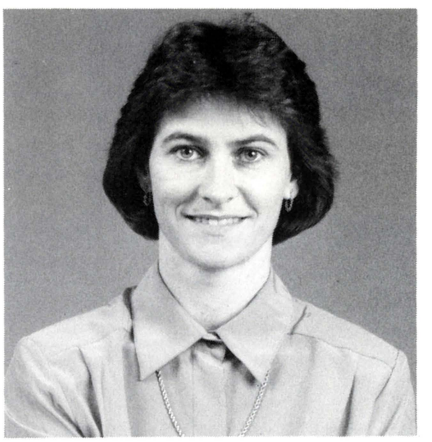
Stated Valley President Chuck Milhem, "The ultimate success of any product will be determined in the environment of the marketplace, rather than in the courts. Valley's dart games will not only survive but thrive in such an environment."

Hayes joins Atari

Atari Games has appointed Anne Hayes as its Western Region sales manager. She brings six years of coin-op experience to the post, coming from Atari Europe as their credit manager.

"We are extremely pleased to have Anne join our sales team," said Shane Breaks, vice president of sales. "Anne will be a very positive addition to our sales force. She brings with her a great understanding of our product and customers from her long association with Atari Ireland."

Hayes holds a business degree from N.I.H.E., Limerick, Ireland. Her most recent position was as international credit controller for Wang Laboratories in Ireland before moving to California a few months ago.



Anne Hayes

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Galaxy devotes attention to coin-op

Galaxy Distributing Co., a division of Billiards of Tulsa Inc., has recently sold their retail home-model pool table and furniture business. This was done to devote their full attention to the distribution of coin-op machines, according to Terry Coppage, Billiards of Tulsa vice president.

Galaxy is an authorized distributor for most manufacturers, carrying a complete line of parts and accessories for pool tables, videos, jukeboxes, pinballs, etc. They have a new headquarters that is over 20,000 square feet, and their phone number is also new: (919) 584-1515.

Exidy offering expanded *Showdown*

Exidy's *Showdown*, one of the hits at the recent AMOA show, will be offered in a cocktail and countertop version in 1989, according to Exidy's Virginia Kauffman.

It's a unique animated video poker in which the player takes the fourth hand in an Old West draw poker game. *Showdown* can convert any former Exidy gun game with a simple board exchange, or it can be bought as a complete new game and cabinet.

Kauffman says market research conducted by Exidy shows that women find the game popular, an anomaly among male-dominated video players.

BCA Trade Expo set for 1989

The sixth annual Billiard Congress of America International Trade Show will be held at the Nashville Convention Center on July 20-22, 1989. Representatives from 17 countries attended last year's show.

More than 150 domestic and foreign exhibitors will occupy some 500 booths at the industry show. Products include commercial and residential pool/billiard tables, accessories, coin-op amusement games, jukeboxes, darts, and game tables of all types.

For additional information, contact Continental Productions, 5838 Portobelo Court, San Diego, Calif. 92124; (619) 278-3877.

Vari-Tech adds product line

Vari-Tech Co. of Grandville, Mich., introduces the addition of *Mini-Pro Golf* to its product line for the 1989 season. They've acquired the manufacturing and advertising rights to the *Pro Golf* arcade game from Tek-Bilt of Willow Grove, Penn.

Vari-Tech and Tek-Bilt have made arrangements to continue the development of other versions of the game, designed specifically for the amusement park industry. For additional information, call Vari-Tech at (800) 245-2737.

Record crowd turns out for IMA

Officials from the tenth IMA, International Amusement and Vending Machines Trade Fair, Heckmann GMBH, estimated that record crowds turned out from Jan. 25-28 in Frankfurt. About 15,000 people were predicted to have visited the trade show, which was held at the Frankfurt Exhibition Center.

The halls were lined with modern amusement machines, novelties, and up-to-date vending machines. Over 150 companies from Germany and other countries booked exhibition space. Among the items displayed were video games, electronic darts, billiard tables, pinball machines, table football, slot-machines, and CD jukeboxes.

WEA and RCA use Seeburg jukeboxes

Record companies WEA and RCA recently utilized Seeburg CD jukeboxes to promote new album releases, specifically, albums by the rock groups R.E.M. and The Fixx, respectively. Preview "listening parties" were held at college-oriented watering holes, with local radio stations providing on-the-air promotional mentions.

WEA supplied the local Seeburg-operating company with prizes for the parties, including cassettes, albums, CDs, and four-color posters. The music operator's responsibility was to select the site of the party and coordinate the affair with the pub owner. He was also charged with the job of making sure that the R.E.M. CD album was prominently displayed in the jukebox.

RCA did likewise with the new album by The Fixx, along with a bonus for each participating college campus location. To help offset the music operators' expenses, RCA added additional "top-hit" CDs in each promotional packet. Early Seeburg operator response indicates that over 1,000 college-oriented locations will have taken part in the RCA promotion.

Tami, manager of The Exclusive Record Store in Madison, Wis., at the WEA Preview Listening Party involving Seeburg.

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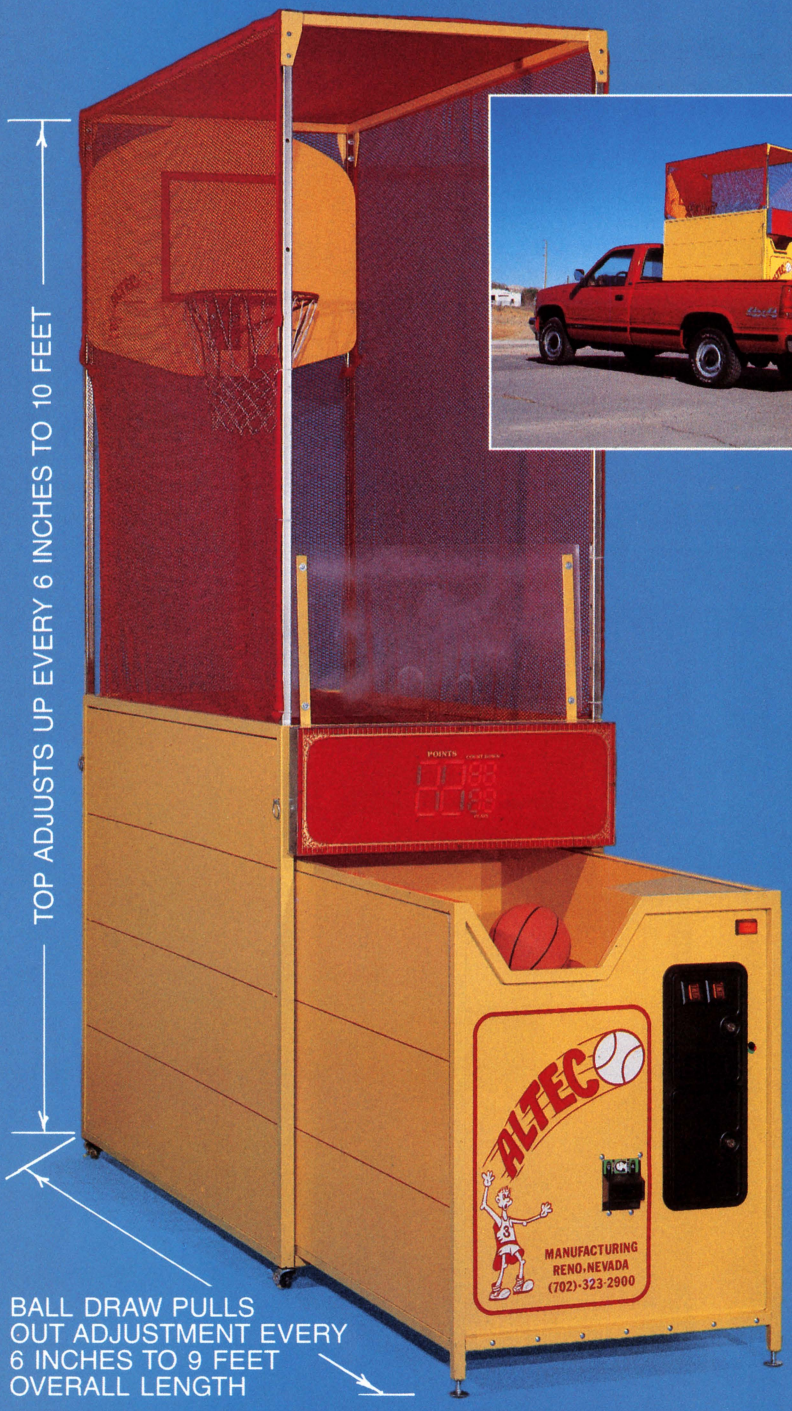
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A-1 Products relocates

After five years of steady growth, A-1 Products has moved from its original location in Kinston, N.C., to an expanded facility on the outskirts of Beaufort, N.C. The company manufactures metal and wood products for the game industry, including steel security bars.

The new address is A-1 Products, Rt. 1, Box 654A, Hwy. 101, Beaufort, N.C. 28516; the new telephone numbers are 1-800-STANS A-1 (or 800-782-6721) and (919) 728-5311.

New magazine for video games

Video Games & Computer Entertainment magazine, geared toward players of home systems, made its debut with the December 1988 issue. The bi-monthly publication will feature news, interviews, strategy guides, and reviews of the latest video and computer games.

Video Games is based in Beverly Hills, Calif., and published by Lee H. Pappas. "The editors and writers . . . have been game fanatics since *Pong* hit the streets in the early 1970s," writes Pappas in the premiere issue. "We've wanted to share our enthusiasm and experience with the millions of others who also enjoy this interest."

Intermark relocates

Intermark Gaming International Inc. has relocated its corporate office to The Camelback Esplanade in Phoenix, Ariz. Their address is 2425 E. Camelback Rd., Suite 685, Phoenix, AZ 85016. The phone number is (602) 957-8000; the FAX number is (602) 957-1819.

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Tim Paukner of Birmingham Vending Co. with his new bride. They were married on Dec. 4 and honeymooned in Cocoa Beach, Fla. The Paukners will reside in Orlando.

Marty Glazman of Williams has been traveling extensively of late, stopping at the French trade show and also on the West Coast of the United States. Here Marty (r) greets operator Yogi Taylor of San Jose, Calif.

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STATE UPDATE

CANADA

The new city council in Saskatoon, Saskatchewan, will soon make a decision on whether to allow pinball machines and video games in small, neighborhood stores. The former city council was split on the issue, leaving it to this council to decide.

Aldermen Marshall Hawthorne and Pat Robertson do not want the machines in stores located near schools. Hawthorne said allowing the games would be "an attack on youth" and could encourage dishonesty. Robertson believes that keeping them out of stores would prevent children from forming "packs."

One remedy being discussed is allowing a maximum of two games per store. The Municipal Planning Commission is opposed to rezoning to permit machines, but the city's planning department has offered support of the two-games-per-store measure.

What do the store owners think? "I have to have those machines; they're what keeps us alive," said Teri Hanowski, owner of The Galaxie Confectionery.

LOUISIANA

Though they're supposed to be "for amusement only," more than 30,000 video poker and bingo-type machines are in Louisiana bars and clubs where they can be used for gambling, according to testimony from La. State Police officers given at a recent legislative committee hearing.

One officer told the panel that such machines have "knock-off" devices, which allow winning games to be erased. Payoffs are then illegally made by bartenders or others, the officer said. Another officer added that the state's gaming division is seeking a legal opinion from Attorney General William Guste's office. It hopes to have electronic gambling devices with knock-off devices deemed "gambling instruments per se" and subsequently outlawed.

State police are also seeking a declaratory judgment that would ban the electronic machines. The issue is expected to be taken up again when the Legislature reconvenes in April.

NEBRASKA

A Douglas County district judge has rejected requests to reconsider his order blocking 25 bars and taverns from operating video gaming devices. "I see no reason to change my ruling," said District Judge Paul Hickman.

Attorneys Greg Schatz and Michael Lehan had asked Hickman for a new trial in the civil case brought by the Douglas County attorney and the state attorney general. The two officials filed suit in December 1987, alleging that the devices, which simulate blackjack and poker, were a constitutionally banned public nuisance.

Last year, the Legislature passed a law that approved the machines for amusement purposes only — as long as winning players were awarded nothing more than free replays. Hickman agreed with the two officials that the machines violated the state constitution's ban on games of chance. Defense attorneys contended that the machines are used for amusement only. An appeal of Hickman's ruling may be forthcoming.

NEW YORK

In November 1988, the New York State Coin Machine Association (NYSCMA) reported that a bill to apply a sales and use tax on vending machines had been killed. But Gov. Mario Cuoumo has recently disclosed a nearly $2 billion shortfall in state tax receipts.

Because of this, all fee and tax bills which were considered "dead" have a possibility of being resurrected when the Legislature reconvenes for 1989. The NYSCMA is urging operators to communicate their opposition to the bill with legislators.

Some of the arguments that can be used are 1) unlike other sales taxes, this one cannot be passed on to the consumer; the tax must be assumed by the operator; 2) the amusement game industry is in serious financial difficulty; the tax would put many operators out of business; 3) operators are already required to pay sales tax on the purchase of games and also on gross receipts; this legislation would amount to a "double sales tax" for operators; and 4) the sales tax on coin-op amusement games would be considered in violation of the holding in *Bathrick Enterprises Inc. v. Murphy*.

UTAH

The Utah Amusement Music Association (UAMA) held its annual meeting on Nov. 18-19 in conjunction with distributor open houses. The meeting, held at the Tri-Arc Hotel, brought forth messages from both the local and national scene.

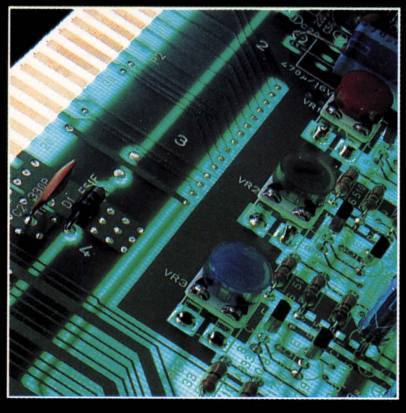
In attendance was AMOA past-president Wally Bohrer. He presented Alan Reagan, an employee of Tataka, with an AMOA scholarship for $500 and matching funds. These funds were donated by Utah operators and presented by UAMA President Tony Vina.

WISCONSIN

Dick Jacomet, president of Red's Novelty in West Allis, is the new chairperson of the Coin Machine Repair Mechanic Apprenticeship Advisory Committee. He succeeds Colleen Pawlowski. The weeks of Feb. 6, Feb. 20 and March 6 will be the dates for the second-year program. A requirement of 120 formal class hours was established, with Video Doctors of Green Bay again acting as the major instructor.

The program, which began in 1980, is the only apprenticeship program of its kind in the country. It's a three-year program conducted under the auspices of the VTAE system of Wisconsin and sponsored by WAMO. Nine to 10 people are expected to be enrolled in the program. If they complete the course and obtain a passing grade, they will be graduate apprentices in the spring of 1990; a new three-year course would then commence again in 1991.

Besides Jacomet, WAMO is represented on the Apprenticeship Committee by Bryan Hubbard, Mike Reetz and Butch Bartlett.



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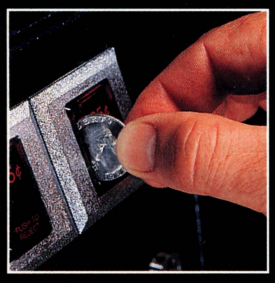

Whether you go with the five-game or the ten-game kit, you're guaranteed sizzling best sellers. Players will be glued to the screen playing top titles like Double Dragon[1]; Super Mario Bros. 2™; Contra[2]; R.B.I. Baseball[3]; Gauntlet[4]; Mike Tyson's Punch-Out!!®; Rad Racer™[5]; Kung Fu[6]; R.C. Pro-Am™[7]; Track & Field[8]. And with over 25 games available in our current library, you can change games to keep the action fresh, the interest up, and the cash flowing.

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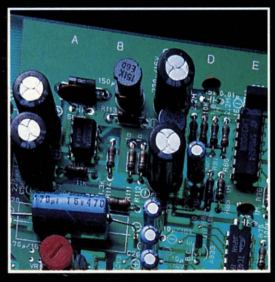

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ACTION PLAN

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Nintendo takes action in NES game controversy

by Howard Lincoln

[Editor's note: Howard Lincoln is senior vice president of Nintendo of America. These remarks were made on Jan. 6 at Nintendo's national sales rep meeting in Las Vegas; they concern Atari Games and its subsidiary, Tengen Inc.]

As you are all aware, since its introduction in the fall of 1985, the Nintendo Entertainment System has become a huge commercial success, responsible for recreating the home video game business, which had collapsed in 1983. Nintendo's accomplishment has come at tremendous expense and great risk.

Initially, Nintendo faced understandable hostility from retailers and distributors, who believed this market had been destroyed. However, by designing a unique, high-quality console which is actually a powerful computer, and by developing high-quality game software which provides superior graphics, sound and game play, Nintendo was able to overcome this resistance.

Nintendo's licensing program, established in 1986, has ensured that additional high-quality games are available for the NES. Currently, Nintendo has 36 licensees who have produced over 100 game cartridges for the NES. Under the licensing program, licensees have been allowed to use the valuable Nintendo trademark and have been provided with confidential, proprietary, commercial, and intellectual property information.

Licensees have also been given significant marketing support. For example, Nintendo Power, a 110-page subscription-based magazine, contains free coverage for all NES licensee cartridges. It is published bi-monthly by Nintendo and is currently mailed to over 700,000 NES users. By next month, Nintendo expects this subscription base to exceed 1 million subscribers.

For the last year, Tengen Inc., a wholly-owned subsidiary of Atari Games, has been an authorized NES licensee. It has received not only confidential proprietary information but also extensive marketing support and the use of Nintendo's intellectual property rights.

Tengen has successfully marketed three licensed video game cartridges for the NES, which have sold over 950,000 copies. Now, having obtained the benefits of the licensing arrangement, Tengen has announced that it will begin to independently manufacture and distribute games for the NES which it had previously developed and sold under license with Nintendo.

Despite Tengen's announcement, Nintendo has learned that only one of these unlicensed games— *R.B.I. Baseball*— is actually on the market and in very limited quantities. The Tengen packaging for its unlicensed *R.B.I. Baseball* cartridges is virtually identical to the packaging for licensed *R.B.I. Baseball* cartridges previously manufactured by Nintendo and distributed in the United States and Canada since last spring.

Tengen's marketing of the unlicensed *R.B.I. Baseball* game appears intentionally designed to trade on Nintendo's goodwill and to confuse retailers and consumers into believing that Nintendo continues to approve and sponsor the game. The unfortunate result is that it's quite likely that many stores will display this Tengen game in a manner consistent with it being a licensed game.

In addition, Nintendo has recently learned that Tengen has been advertising its Tetris video game as a Nintendo-licensed product, using Nintendo's trademarks and Quality Assurance Seal, despite the fact that this game was never approved by Nintendo. Tengen's use of Nintendo's trademarks in connection with this unlicensed product is a breach of the license and constitutes trademark infringement.

As a result of Tengen's activities, Nintendo has given Tengen notice of termination of its license agreement, under which Tengen has developed and marketed video game cartridges for play on the NES. Tengen will no longer be afforded any marketing support by Nintendo. Nintendo has also commenced legal action in U.S. District Court in San Francisco against Tengen and its parent, Atari Games.

Nintendo's lawsuit asserts claims against Tengen for, among other things, breach of contract, violation of federal and state trademark laws, and unfair competition. Nintendo's lawsuit also alleges that Atari Games has conspired with and aided Tengen's violation of Nintendo's rights, has tortiously interfered with Nintendo's contract with Tengen, and has engaged in activities which violate the Racketeer Influenced and Corrupt Organizations Act, commonly known as RICO.

The current suit will likely be expanded. Nintendo's engineers are studying Tengen's *R.B.I. Baseball* cartridge to determine if the product infringes any Nintendo patents, copyrights, and other intellectual property rights. If it does, Nintendo will proceed against Tengen and anyone violating its rights.

Simultaneously with Tengen's introduction of the unlicensed game cartridge, Tengen's parent, Atari Games Inc., filed suit against Nintendo, alleging that it is monopolizing the home video game market. This suit is an obvious ploy to divert attention from Tengen's plan to violate its license agreement. Nintendo will vigorously defend itself against the lawsuit, which is without merit.

Since these matters are in litigation, Nintendo will not comment further at this time on the actions it has taken against Tengen and Atari Games.

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Happy New Year from Atlas

The Zum Deautschen Eck restaurant could very well hold the Guinness Book of Records award for the most people served in the least space! Over 450 guests of Atlas Distributing made their annual trek to the German feast to celebrate the new year, eat more than anyone needed to, and play all the latest new games offered at the AMOA show.

This year the special guest was Cooter. He is a mechanical character that "sees" and "hears" through cameras and microphones. It was shocking to be whispering and have him retaliate like he really heard you. The invention of Don Wright, Cooter entertained the group in delightful banter. Several offers were made by manufacturers to have him appear in their booths at ACME. Although no plans were finalized, we hope to see him again.

The evening had a serious side when Ed Velasquez, president of the Illinois operators association, pleaded with his fellow operators for support. "We can't sit by and watch a few do all the work that benefits us all," he said.

Then Jerry Marcus made a statement to the manufacturers concerning the stale themes on games. Jerry told the group that without innovation, the industry was going to stagnate.

Here's Cooter with (from left) John Hill of Sega, Jerry Marcus and Ed Pellegrini of Atlas, and Don Wright.

From left: Dynamo's Mark Struhs, operators Mr. and Mrs. John Poulos of Galaxy Game Centers, and Jim Roberts of James Industries.

Jeremy Marx and his daughter Jennifer.

OPEN HOUSE

From left: Kem Thom of Western Automatic Music, Chris and Diane McSwain of A&H Entertainers, and Chris Hesch.

From left: Alan Stone of Nintendo, John Barone of SNK, Romstar's Rene Lopez, Ron Malinowski of Aladdin's Castle, and James Industries' John Blouin.

Ann Pellegrini, Frank and Ed's mother, with Darlene Lamz of Konami.

AAMA's Bob Fay (right) looks like he told Leland's Ken Anderson a joke he didn't understand!

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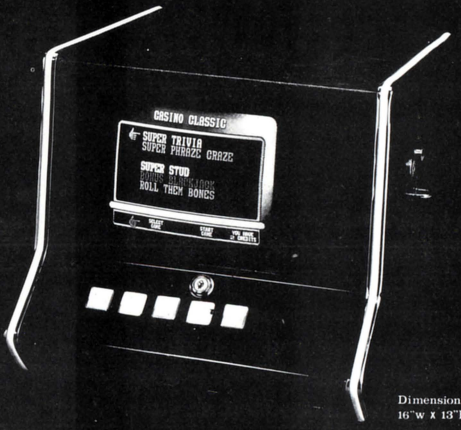

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The caped crusader flies again

Look up in the sky! It's a bird. It's a plane. It's Superman. Stronger than a locomotive. Able to bend steel with his bare hands. Able to leap tall buildings in a single bound.

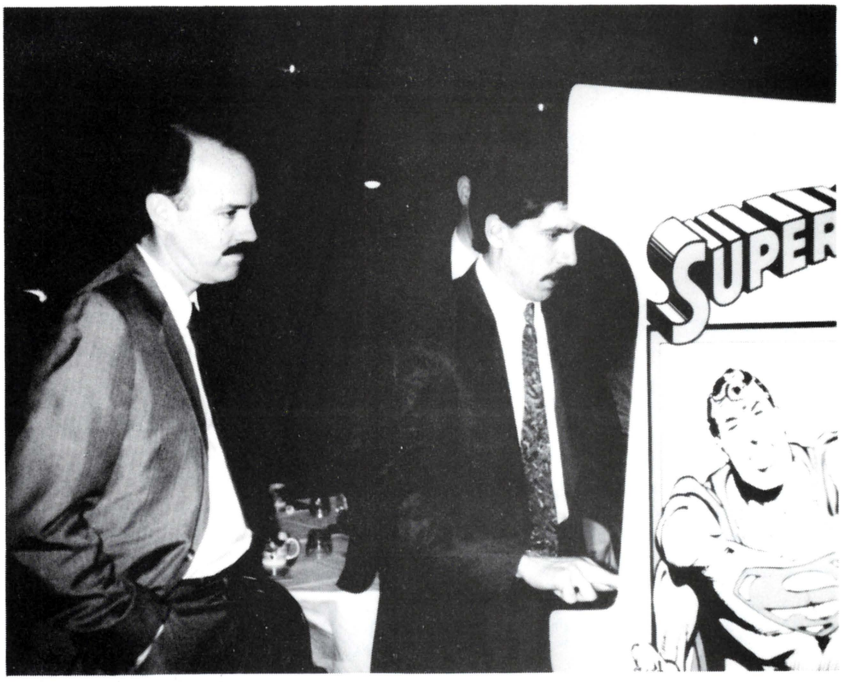
But the question is whether he will be strong enough to fill cashboxes. Taito of America introduced its new game, *Superman*, to its distributors, who flew to Chicago from all over the country. Reactions were mixed about the game, ranging from "Just like every other game I've bought recently" to "It looks pretty good to me."

Taito showed the game in its new and improved cabinet, although the company is offering the game as a kit. Distributors seemed impressed with the look of the game as a dedicated unit, with its bright blue paint and larger than life graphics on the side decals. However, some felt that operators would not do the game justice when doing a conversion themselves. "I know operators are crying for kits, but this game looks so good as a dedicated I just hope we don't see a lot of junky conversions," commented one distributor.

The man of steel is celebrating his golden anniversary this year. There has already been coverage on him, which should be a plus for the game. "This game may not be a 10, but it's a least a seven," a distributor said in summing up his feelings on the game. "The familiar theme should work to our advantage," said another.

Superman begins with a musical score written by John Williams for "Superman," the movie. Superman, dressed as the mild-mannered Clark Kent, makes his transformation to save our cities from an alien invasion headed by the evil Emperor Zaas. Stages of game play are set in various U.S. cities as Superman battles alien warriors possessing great strength and power.

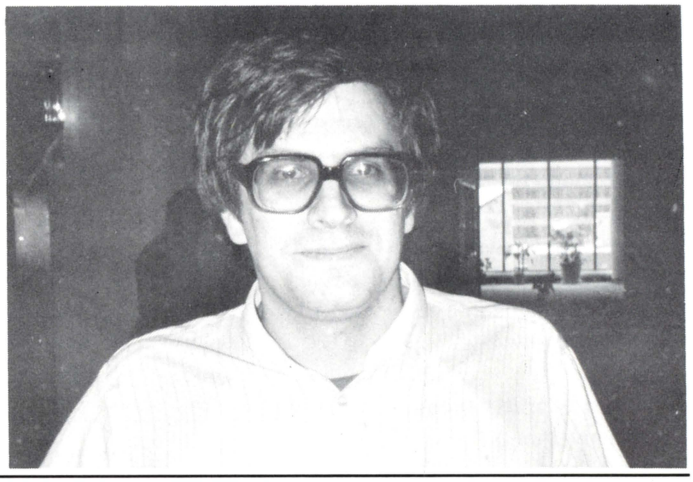
Taito also informed its distributors of a new *Chase H.Q.* spring adapter kit for the steering wheel assembly, a siren volume control for the game, and Taito's improved cabinet.



Distributors gathered to see the new *Superman* kit from Taito.

Jeff Rosenthal

by Christopher Caire



Since this issue of Play Meter focuses on tax issues, we thought it'd be a good time to pick the brain of New York accountant Jeff Rosenthal. He has contributed many fine pieces to the magazine in the past, keeping operators abreast of the sticky and ever-changing tax laws.

Jeff, however, has a unique perspective: besides being an EA (federally-licensed) and a licensed securities dealer, he was an operator for 11 years. This interesting background seemed a good place to start the interview.

Like the "chicken or the egg," which came first for you, operator or accountant?

We're not presently operating; we had operated for 11 years, and the tax practice was started almost simultaneous to the vending route. Ostensibly, it was to handle just a small number of clients to keep us sharp on the tax laws so that we could take advantage of them for ourselves personally. Eventually, it became a case of the tail wagging the dog, instead of the other way around.

The name of our company was M&J Novelty. We had operated in seven states, primarily in the bulk field, but we had a fairly decent number of amusements. We got killed with the Carter years of inflation, when interest rates went up to 18, 19, 21 and 22 percent. In 1985 we discontinued operations because our debt service was just killing us. At this juncture, I don't realistically plan on going back into operating, though I'll still be very close to the business as a consultant (M&J Tax Service and Villa Rose Associates).

What are the advantages and disadvantages of the 1989 tax law for operators?

When the law was first passed, most people were inclined to believe that the individuals would benefit and the businesses would suffer. I don't see any material, major changes from the 1988 tax law. I see some minor changes and some that affect some people much more than others.

One of the things that hurt this business rather badly was the investment tax credit repeal effective in January 1986. That killed a lot of the incentive to grow. We had gotten so used to having the credit, which basically gave you back as a tax credit 10 percent of the purchase price if you had the asset more than five years. If you had it less than that it was six percent. That was a substantial savings for some; it made the difference between buying new pieces versus buying conversions. The loss of this credit was considerable; it hurt the business immeasurably, I believe.

"The loss of the investment tax credit was considerable."

The investment tax credit was something that you took for granted, since it had been around for many years. You knew if you went out and bought a car or van for the route, an office computer, a coin-counting machine, or a new jukebox or video, for example, that either six or 10 percent of the purchase price would automatically be coming back to you in the way of tax savings. This represented a tax shelter for most small operators.

For 1989, the cost of using a vehicle without documenting your actual expenses has risen about two cents to 24 cents a mile; it had been 22-1/2 cents under the old law. But otherwise, I don't see any major change. It's going to take practicioners and the IRS alike a good couple of years to evaluate the new law.

Essentially what had happened when the Tax Reform Act of 1986 was passed was that the IRS opened up the gray area immensely. Prior to the '86 law, there had been several substantial changes in the law over the past 15 years. What they tried to do was close the gap between the absolute, certain white areas and the gray areas. They had gotten that down to where there was little subject to conjecture.

What they did now with the new law is open up the whole gray area again. The problem is there were law clerks in Congress who were responsible for drawing up the language for the Tax Reform Act of 1986. These people were not accountants or even lawmakers or lawyers; they were clerks. So the words they used tended to be more general than specific, and therein caused the problem.

The new genre of agents for the IRS are a younger, more specifically-educated group. The older group gave you a lot in the way of deductions and allowances by their experience. They took one look at you, knew if you were a "mom and pop" operation and worked out of the house, and automatically gave you X percent in deductions with no

questions asked. The new genre don't have years and years of audit experience. All they have is the book knowledge, and the book says "you check this, you check that," and that's what's happening now. The new young breed are proving to be tougher because they have no experience; they have no choice but to question everything. And the IRS is absolutely thriving on it. This is what's in store with the new law.

That sounds pretty bleak. Are there any improvements?

There are some. For people who are self-employed, if they don't itemize they're now entitled to an automatic 25 percent health insurance deduction. There have been some breaks for businesses, but by and large what occured in the Tax Reform Act of 1986 is they tried to take the burden away from the individual taxpayers and shift it to businesses. It looks like they've done that, but unless you really are a special interest, the changes were very subtle; they weren't severe. The only major one was the investment tax credit.

Why should an operator enlist the services of a CPA, EA or PA to prepare his taxes?

CPAs, EAs and PAs are the three recognized titles of accountants who are licensed. There is no mandatory requirement for a person to prepare taxes to be licensed by any agency, be it federal, state or city. The IRS, though, strongly encourages otherwise.

"The whole concept of tax law is that everybody pay what they're supposed to, not one penny more."

The school of thought, very frankly, is that this is our (accountants) livelihood all year, we are recognized by the government, and there is accountability that if we do things wrong they can discipline us. All of the three titles are required by their licensing body to have mandatory continuing education each year, so we're forced to stay current on the laws.

The people who aren't licensed have no such requirements. The licensed professional has the experience, training and necessary governmental checks and balances to keep everything honest and within the law. The whole concept of tax law is that everybody pay what they're supposed to, not one penny more. There was a Supreme Court decision in 1934 where the opinion said that is everybody's right to use whatever legal means necessary to avoid taxes, but not evade taxes. And that is the founding principle behind why you would want to go to a licensed professional.

What should an operator do if the IRS audits him?

The first thing you should do is not panic. When you get the letter in the mail, contact the professional who has

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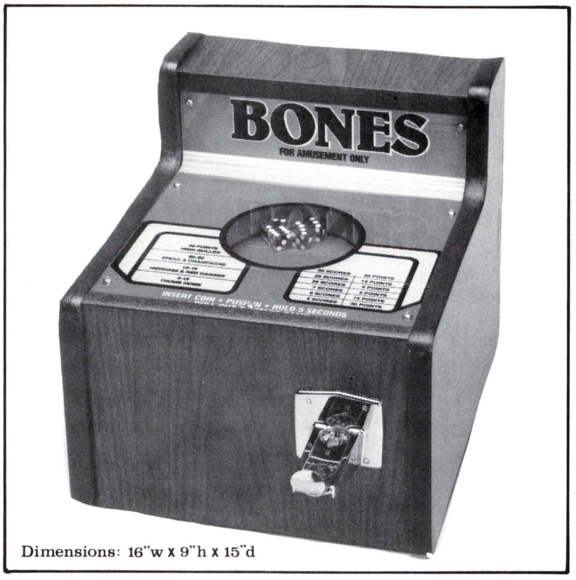

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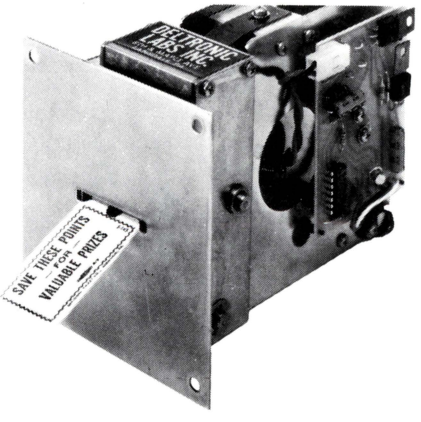

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handled all of your affairs up to this point. If you've been doing them on your own, that would be an excellent time to contact a professional. He should be experienced in that field; just because somebody is an accountant, that doesn't necessarily mean he's experienced in a certain field. If he does corporate accounting, he probably won't know a thing about personal or business income taxes.

"It is very ill-advised for a taxpayer to go down to an audit unrepresented."

You don't want to go to your brother Al or your uncle Fred or the guy next door who does it out of his garage. You'd need to pull out the records that you presumably had for that year. Most businesses have 80 to 90 percent of the records. Ostensibly, the IRS' position is that everybody is entitled to the standard deduction. If you are going to take deductions, anything other than that, which includes ordinary and necessary business expenses, the burden of proof is on you the taxpayer. That's done through cancelled checks and/or bill receipts. In certain cash expenditures, where you don't have receipts, you can do that through a spontaneous journal such as a daily diary.

You sit down and go item by item, checking to see what you have prior to going down to the audit so you don't look silly and foolish. If you go to the same steady gas station, for example, to service all of your route vans, the guy there probably knows better than you how much money you give him. He should have no problem in writing up a receipt if you don't have the documentation. If you've had all your route repairs handled by your distributor, and you've been paying in cash, he should be able to pull up a record giving you all the documentation on what you spent for parts, service and things of that nature. So some bills that you don't have you can easily obtain retroactively.

It is very ill-advised for a taxpayer, whether it be a business or an individual, to go down to an audit unrepresented; it's just foolish. These people are trained, and they have rules and regulations to go by. You should go down there with somebody familiar with them, because there are certain things that can and cannot be asked of you. Let's face it: it's an adversarial relationship, and each side attempts to test the other's authority and power. If you have representation, basically you keep your mouth shut and let your representative do all of the talking.

Are there any special "tax secrets" that an operator can take advantage of to save some of the money he gives Uncle Sam?

The major perks that had previously existed under old law aren't there anymore, for the most part. For example, entertainment must now be reduced by 20 percent. So no, there are no special privileges, but since anything that's ordinary and necessary in the course of doing business is deductible either in part or in totality, documentation is the best thing. It's the amunition that you have in dealing with the government. You don't want to go up against the government with an empty gun.

For self-employed people, who may not itemize, they are now automatically entitled to deduct 25 percent of their health insurance. IRAs, pension plans, Keough plans, depreciation, repair and maintenance, business use of vehicles, and travel and entertainment are things that've always been there and will continue to be there. Entertainment, though, must be curtailed by 20 percent; whatever your expenditures are less 20 percent, which you're expected to absorb.

What would you say are the most common mistakes operators make at tax time that result in them paying needless tax dollars?

Several years ago, H&R Block ordered a poll done by the Roper Group. Ostensibly, the poll was to prove to the public that they would be better off dealing with a group of professionals. What the Roper poll had determined was that of the people who had believed that they'd cheated on their tax returns, a staggering 80 percent of them did cheat, but they cheated themselves more than the government. They lied about one expense while overlooking something else that they just didn't know about.

These were people who believed they were cheating the government, and it turned out through ignorance that they were really cheating themselves. They lied about some deductions and failed to take others that they were legally entitled to and would've been better off taking in the first place. They were worrying about whether Big Brother was going to come dragging them out of bed in the middle of the night, when really the whole process wasn't necessary.

Let's talk about depreciation for a while. What should an operator know about it?

The problem with depreciation is there was the pre-1981 law, the 1981 through 1986 law, and then there's the 1987 and out-year's law. The old law was classified as the ADR (Asset Depreciation Rate) System, and when Reagan came in he said that the old rules for depreciation were too archaic and complicated. He came out with something called the Accelerated Cost Recovery System (ACRS). Each year since its inception in 1981, Congress has seen fit to screw around with the ACRS, making that at least as complicated or more so than the pre-1981 rules.

"Operators have had a great deal of difficulty getting locations to accept 1099s."

Under the Tax Reform Act of 1986, they realized that they'd given away the store on depreciation. A house under the pre-1981 rules was depreciated either 45 or 50 years, depending upon if it was frame or brick. Under the 1981 rule, it went from 45 years for 1980, and if you bought a house in 1981, it went to 15 years. So your tax deductions went up substantially. Eventually, they realized that 15 years gave away the store, so they changed it to 18 years, then 19, and now

under the new 1986 rules they've gone to the modified ACRS or MACRS. This is midway between the old ADR rules and the ACRS rules.

The problem was and is that there are vagaries in the law, particularly as it relates to amusement machines. A vending machine, per se, should be depreciated five years under the ACRS and MACRS rules. What would constitute a vending machine: a soda machine, a snack machine, a pool table, a jukebox, a crane, a sticker machine, and probably payphones. But there are certain machines that didn't have the five-year life. And therein lies the problem.

There are two interpretations, of which the government has endorsed neither, but which have been accepted through common practice. One is the "percentage use allocation," which requires an unbelievable amount of bookkeeping but is probably the most advantageous way of going. Unless you have computerized records, however, as to where the machines were located, how much each one earned each given year, and so on, you shouldn't even attempt to think about it.

The other is extrapolating from the rules. And the rules essentially say that if a specific product or asset has a useful life less than what is printed there, you're free to adopt a different method. For a video and a pin, I would interpret that to mean we should go down to the next lowest category, which is the bottom category, which is three-year depreciation.

The first category is three years, the second category is five years. Most property falls into the five-year category. The three-year interpretation is by extrapolation; there's no way you're going to get five years of life out of a video game as it comes uncrated from the factory for the first quarter. Therefore, we adopt the next available method, which is the three-year method.

What happens if you buy a cabinet and the software separately?

The rules say, very categorically, that if you can seperate the two, you don't necessarily have to treat them as though they were one item. If you buy a brand-new cabinet and brand-new software to go with it, and it's itemized, you can adopt two different methods of depreciation.

For the cabinet, I would clearly adopt the five-year method of depreciation. The cabinet is going to be around; there's nothing wrong with the cabinet. The power supply will be good, the monitor should be good, and the coin door should be good. You shouldn't have any problems.

Now for the software, that's another issue. If you have all-new software and an all-new cabinet, I would treat that particular software as I would treat a kit. And my interpretation, from my practice and personal experience, would be that I would take the deduction for that kit over a 12-month period, using amortization, not depreciation. I would amortize the software over its useful anticipated life, and a kit doesn't have the same life that a brand-new dedicated game has, in

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my opinion.

I would treat the kit as though it'll last one year. If you buy it in January you write the whole thing off in the current year. If you buy it in July, you take half-a-year one year and half the next year. In my interpretation, if the kit is virtually worthless at the end of 12 months, there wouldn't be a court in the country that would hold you accountable for depreciating this over a three- or five-year method. It just would make no sense.

What about the issuance of "1099s?"

The IRS has adopted a position that does not question whether or not operators have been compliant with the law, which I would interpret as meaning they have no quarrel with us, per se. Rather, our stops are not reporting their income. If the owner of the location is not going to report the income, it really makes no difference in the scheme of things whether he reports the vending income and shortchanges something else.

Operators have had a great deal of difficulty getting locations to accept 1099s. The IRS is not wrong in this issue; it is correct. Unfortunately, they're taking their frustration out on the wrong party: operators. But they have no other alternatives. The IRS is using us to gain leverage against our accounts, the independent stores who have been non-compliant.

"Any route that has more than 50 machines in its stable should be computerized."

The approach that I would tell operators to follow would be to educate their locations. Inform them that if they are not a corporation, and they receive more than $600 worth of commissions in a year, then they are required by law to receive a 1099. If these locations are concerned with not showing the income, what difference does it make if they report that income and shortchange it somewhere else? That's between them, their conscience and the government; it's not to be a concern to operators. We're certainly not encouraging the locations to not report the income, but it's foolish not to recognize that that's what we're talking about here.

If they are a corporation, you do not have to issue them a 1099; that's interpretive. The problem with that is the law says that you're only required to issue them to individuals or partnerships which receive more than $600. There are certain sections of tax law, however, that call corporations "individuals." The IRS has not adopted that position on the issue of 1099s. The assumption is that corporations have a higher form of accounting and therefore would have to show it one way or another.

But this isn't an issue for operators to be terribly concerned about. We're not

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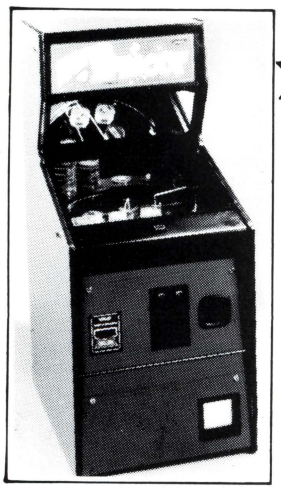

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encouraging or discouraging compliance with tax laws. It's not up to us to determine if our locations are less than honest; we're not police officers, after all. It's an educative and informative process.

Failure to issue 1099s can be a very expensive proposition. The IRS has a $25 fine per person that you fail to issue the 1099 to, and the fine is against the operator. Most states have a similar fine, so that could be $50 per stop. If you were required to issue more than 50 of them, it was supposed to be done on computer-magnetic media or have a service transmit that data; that's another $25 fine. So you could be talking about a $100 fine per location, which could lead to a substantial amount of money.

The other approach to adopt is something called a "joint venture," which would depend on various state laws. If you are an operator in a state that has a joint venture law, essentially the law says that a joint venture is two businesses acting as one for the purposes of making money. If you have a joint venture, the location owner provides you a spot and his clientele. You share the money in the machine, and you only report your share. The location owner is under an obligation to report his share, and therefore no 1099 is needed. It is an issue which is currently in litigation in several parts of the country. My interpretation would be that if a state has a dominant joint venture law, the IRS couldn't enforce the 1099 issue.

What changes would you like to see in the present tax laws?

I believe that the absolute and unequivocal repeal of the investment tax credit was foolish. It should have been phased out over a period of years, so that people who had been used to having it would have been weaned off it.

The other is get a more unified method for record-keeping nationwide. Certain areas around the country are required by the IRS to have a more stringent form of record-keeping than others. Lack of uniformity around the country tends to further obscure issues.

I would also like to see the IRS come out with an opinion on depreciation of amusement machines. We can ask them for a private letter ruling; I have contemplated making such a request in my capacity of writing for Play Meter. My reluctance comes from fear that they may come down with an official position which is much stronger than the one that's currently accepted by practice now. If we ask for a formal opinion we may get one that comes down more adverse.

As far as 1099s, the IRS really shouldn't be fining operators because we fail to report how much money we've paid somebody. They should be fining the hell out of the stops that don't report the income. It's not our role to police the underground economy.

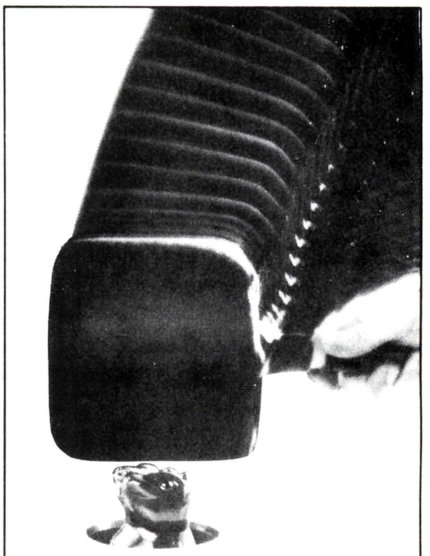
What's the best piece of advice you can give an operator?

The trick to dealing with the government is documentation and having a representative do your speaking for you. Have someone else that's professionally trained do the speaking, so you don't put your foot in your mouth. And maintain good public relations with your stops.

Finally, there's the issue of management and record-keeping. Operators operate one of two ways. They either keep all of their machines as one unit, or they keep each separate unit as its own separate profit center. Some use one, others use the other, but I think using the profit center concept is definitely in their best interest; that is, to computerize.

Any route that has more than 50 machines in its stable should be computerized. Any IBM or IBM-compatible computer would be a good idea, and there's plenty of software programs out there. Documentation is crucial to making proper business decisions and documenting deductions for tax purposes. It would be very prudent for operators that don't have one to purchase a computer and the software that goes with it, vending-specific software.

It makes sense for an operator who's going to spend thousands and thousands of dollars on a route, which is ostensibly going to be obsolete within a year or so, to buy a tool that will last him for years and years. It only costs a couple of thousand dollars, and it provides him with much more management information than he ever dreamed possible. The necessary documentation for the government will be in there as well.



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The Seven Commandments of Personal Financial Planning

by Bryan E. Milling

Everyone wants to enjoy the tangible benefits that accompany a sound personal financial position. Those benefits translate naturally into a better standard of living.

Everyone also wants to build a financial nest egg to provide a shield against unforeseen problems and insure a comfortable retirement. Building a nest egg requires a conscientious financial planning effort. And when developed, a person must exercise the discipline necessary to adhere to his financial plan.

Personal financial plans vary with each individual, but some logical consideration should orient any planning effort. Those logical considerations are spelled out here as the seven commandments of financial planning.

Thou Shalt Pay Thyself First

A personal financial plan should include a budget that makes regular savings or investment the first priority. Anyone following such a plan must exercise the discipline necessary to fund the savings before devoting disposable income to discretionary material goods.

That doesn't imply that an individual should forego necessities to achieve a savings plan. Savings should come from the discretionary income remaining after satisfying the essential family needs.

What it does mean, however, is that savings should take a priority over discretionary material goods.

Thou Shalt Maintain Liquidity

In accounting terms, you should have enough cash on hand to cover short-term debts. But life doesn't always go as planned, so you should keep immediate cash available for expenses for no longer than three to six months. This liquidity should be in the form of cash or liquid assets that be quickly converted to cash. Liquidity provides the first line of defense against a personal financial setback. Liquidity also remains the key to taking advantage of solid investment opportunities that may arise in the future.

Render Unto Caesar What is Caesar's, But Only When Thou Must

Everyone has a legal obligation to pay taxes. But prudent financial planners delay paying taxes as long as possible. That financial tactic has two premises: First, persistent inflation continuously erodes the value of the dollar. So, inflation makes it advantageous to delay tax payments until the dollar decreases in value. The $1,000 in taxes paid next year will have less purchasing power than the same $1,000 paid this year. Paying deferred taxes in cheaper dollars actually reduces the size of the tax obligation when measured in real terms.

At the same time, delaying payment to the IRS enables the taxpayer to retain funds that can generate interest or investment income. The taxpayer enjoys those benefits for as long as he can defer paying his taxes.

Don't misunderstand. A taxpayer should never defer paying taxes arbitrarily. But whenever possible, taxpayers should take advantage of legal tax avoidance methods such as making maximum contributions to tax advantaged retirement programs, by looking at after tax returns when evaluating investments, and by keeping good records.

Use Time To Thine Own Advantage

Spendthrifts have the same amount of time available as accumulators. From conception to the grave, we all have a life span of about 70 to 90 years in which to achieve our financial goals. But the spendthrift never begins the process.

However, the prudent planner recognizes the simple equation: time plus money equals financial success. He also starts implementing his plan *now*. That doesn't mean that starting late eliminates all the opportunities, but the later you start the harder it is to achieve financial goals.

Assume two people set a financial goal to accumulate $500,000 by the time they reach the age of 60. Both want to save a specific amount monthly. Both can earn an average of 10 percent on their investable funds. The only difference in achieving their common goals arises from age. A 35-year-old only has to save $373 per month to achieve the $500,000 goal; a 45-year-old must save $1,196 per month to achieve the same goal.

Thou Shalt Not Compound Thine Interest In Vain

Smart savers understand the rule of 72 when trying to determine how hard their money should work. To find out how long it takes your money to double, divide the appropriate interest rate into 72:

Current Annual Interest Rate	Years It Takes Your Money to Double
5	14.4
6	12.0
7	10.3
8	9.0
9	8.0
10	7.2

The power of compounding becomes more relevant when following money's growth potential over a twenty-year period:

1987 Deposit	Interest Rate	2007 Accumulation
$10,000	6%	$ 32,071
$10,000	8%	46,609
$10,000	10%	67,274
$10,000	12%	96,462
$10,000	14%	137,434

If Thou Knowest The Rules, Thou Shalt Win The Game

You must understand your options to achieve your goals. You must remain conscious of investment trends. You must understand the tax laws. And you must interrelate that knowledge with your own circumstances. Being informed will help you make knowledgeable choices about financial strategies and investment selections that will work for you.

Remember To Hedge Thy Bets

Accept the fact that you will make some financial mistakes. Diversify your financial assets to make sure one mistake doesn't result in financial disaster.

Forecasting your financial needs

by Bryan E. Milling

The best time to borrow money is when you don't need it.

Actually, that financial adage is only partially true. The best time to borrow money is before it is needed. Lenders respond favorably to borrowers with financial foresight. That response becomes less positive when a loan is necessary to bail a business out of a cash crisis.

Fortunately, forecasting the borrowing requirements in a business is a straightforward task that requires nothing more than a clear comprehension of some basic financial interrelationships. We use the Prudent Company to illustrate that fact.

During its most recent year, the Prudent Company generated $1 million in sales. Moreover, the firm achieved that volume without the aid of any external financing other than trade credit. A look at the firm's simplified year-end balance sheet affirms that fact:

Total Assets: $500,000
Accounts Payable: 150,000
Owner's Equity: 350,000
Liabilities & Equity: 500,000

Prudent's management optimistically anticipates a $400,000 sales increase in the upcoming year. They also expect to net $75,000 after taxes from the anticipated $1.4 million volume.

Management also recognizes that Prudent cannot achieve the anticipated sales volume without some credit consideration beyond that available from trade creditors. The need arises from some basic financial interrelationships.

First, the total assets in a business typically expand at the same rate as sales. A 10 percent increase in sales leads to a 10 percent increase in cash, accounts receivable, inventory, and other assets.

Anticipated Increase: $200,000
in assets less:

Anticipated Increase ..... (60,000)
in Liabilities less:

Net Earnings: ..... (75,000)

Net Financing Needs: 65,000

The Prudent Company will need $65,000 in supplementary financing to complete the support necessary for the firm's anticipated $200,000 increase in assets. That financing may come in the form of a bank loan, additional support from suppliers, or perhaps from the sale of new equity.

Recognize that any business can use the same process employed by the Prudent Company to anticipate its financing requirements. Merely project the anticipated sales increase as a percentage of the most recent year's sales. Then, complete the remaining four steps.

Also recognize the benefit a business gains from the financial forecasting process. That is, it enables a business to anticipate its external financing requirements before they arise. The need doesn't come as a surprise, but as a projection. The firm has time to arrange the necessary financing as part of a positive plan.

That anticipation increases the potential that a bank or other lender will meet the firm's financing requirements. At the same time, it decreases the potential for an encounter with an unforeseen financial problem.

Do you need a personal financial advisor?

by Bryan E. Milling

Even those who recognize the need for financial planning often do not exert the effort needed. Business and personal demands or procrastination may hamper some, while the complexities in financial matters may seem an insurmountable obstacle to others.

Using a professional advisor may be a logical alternative to attempting your own financial planning effort. Using a professional advisor lessens the chance of taking free financial advice from unqualified people such as friends, relatives, beauticians, or barbers. Listening to this free advice can easily create confusion and lead to financial disaster.

Professionals in other fields typically lack the background and qualifications necessary to provide qualified personal financial planning advice. Lawyers practice law; you don't ask them to fix your car. Accountants adhere to accounting matters; you wouldn't ask one to cut your hair. And bankers make loans; you shouldn't expect a banker to unclog your sink. They are all professionals in their fields just as a professional financial advisor is a professional in his.

The need for objectivity in planning financial security is another important reason for going to a professional. Financial matters may be unavoidably intertwined with emotional issues. Few have the discipline necessary to detach emotion from their own planning efforts. A professional can maintain an objective view that allows knowledgeable common sense to become the foundation for a stable financial plan.

A professional advisor can also help prevent people from making financial decisions out of context. That again provides protection against allowing emotional factors to influence the financial decision-making process. Financial decisions should be based on logical, informed analysis. Decisions based on illogical, emotional considerations can be costly.

Professional advisors also serve as psychological counselors. They help sort out and define appropriate financial goals. They help remove arbitrary financial limitations that can stand as obstacles to financial growth. Advisors help develop a realistic financial image of what can be achieved, and guidance to convert that image into reality.

Financial advisors keep current on complicated financial matters. Few people employed in other professions have the time or ability to remain current on all matters affecting their personal financial circumstances. A professional's duty includes keeping informed on current and expected financial environments.

A professional can also help impose self-discipline necessary to achieve financial goals. Discipline begins with the planning itself and is critical in sticking with the plan. A professional planner provides the necessary discipline that overcomes the natural propensity towards procrastination. A planner forces his clients to understand their circumstances, define their financial goals, and develop the proper plan. The professional planner then monitors financial activities and makes corrections where needed.

A logical complement to the discipline is helping clients complete other tasks many habitually defer. Everyone needs a will, but few have one. Estate planning and starting an education fund for children are also put off. A professional will take the time to make sure these things are taken care of.

It is also the objective of a professional planner to answer questions such as when should you make an investment, when should you sell and accept the losses from an unsuccessful investment, when should you sell and take the profits in a successful investment, and what are your personal income tax obligations?

Don't presume that professional financial advisors help their clients evade taxes. Instead, they help clients *avoid* taxes. They help minimize tax obligations through prudent planning.

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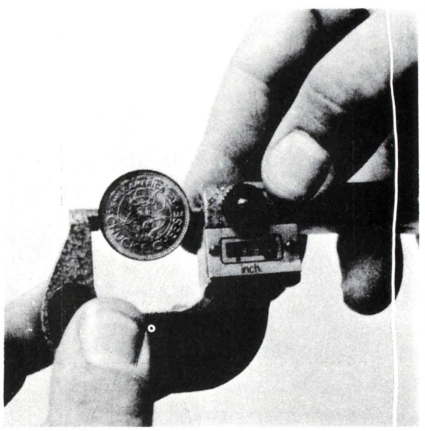

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Welcome Susan B.

The coin-op industry was looking forward to the introduction of the Susan B. Anthony dollar coin scheduled to be released in July 1979. Standard Change Makers announced that it had available bill/coin changers that could be adapted to accept the new coin. "The new one-dollar coin will offer the owners of coin operated machines a whole new range of sale potential," said John Dugan, Standard's sales manager. The Susan B. was less than successful, and millions of them ended up in government storage facilities. Ten years later, the industry is once again anticipating the introduction of a dollar coin and is optimistic that this one, The Columbus dollar coin, will be successful.

Ten years ago two legends in coin-op history, Harry Williams and Sam Stern, were reunited to design future games at Stern Electronics. Stern had joined Williams at Williams Manufacturing Co. in 1946 as a partner, bought out Williams in 1959, and sold the company to Seeburg in 1964. Seeburg changed the name to Williams Electronics.

Michael Stroll, president of Williams, was Play Meter's coinman interview 10 years ago. With a history in solid-state technology, Stroll was the man to ask about the effects solid state technology would have on the coin-op industry. Stroll compared going from electro-mechanical to solid-state pinball to the transition from electro-mechanical cash registers to solid-state. "There is a general overall panic that overtakes the industry," he said. "What happens is that the people who are familiar with the technology are comfortable with it."

"Gambling, drugs, sex . . . pinball — it's all here in the movie 'Tilt'." That's how Roger Sharpe began an article on a new movie about a young girl described as "the pinball princess who was hard to beat—and easy to love." Roger could foresee that a movie that portrayed a young girl hustling at pinball was certainly not going to improve the image of the industry that was mainly pinball machines at the time. "The real dilemma is that the association of the machines in the movie are enough to set legislation back thirty years." I'm sure the industry was not prepared for the unfavorable publicity the entire industry would be deluged with a short time later.

Coinman Michael Stroll

A game to sink your teeth into by Stern

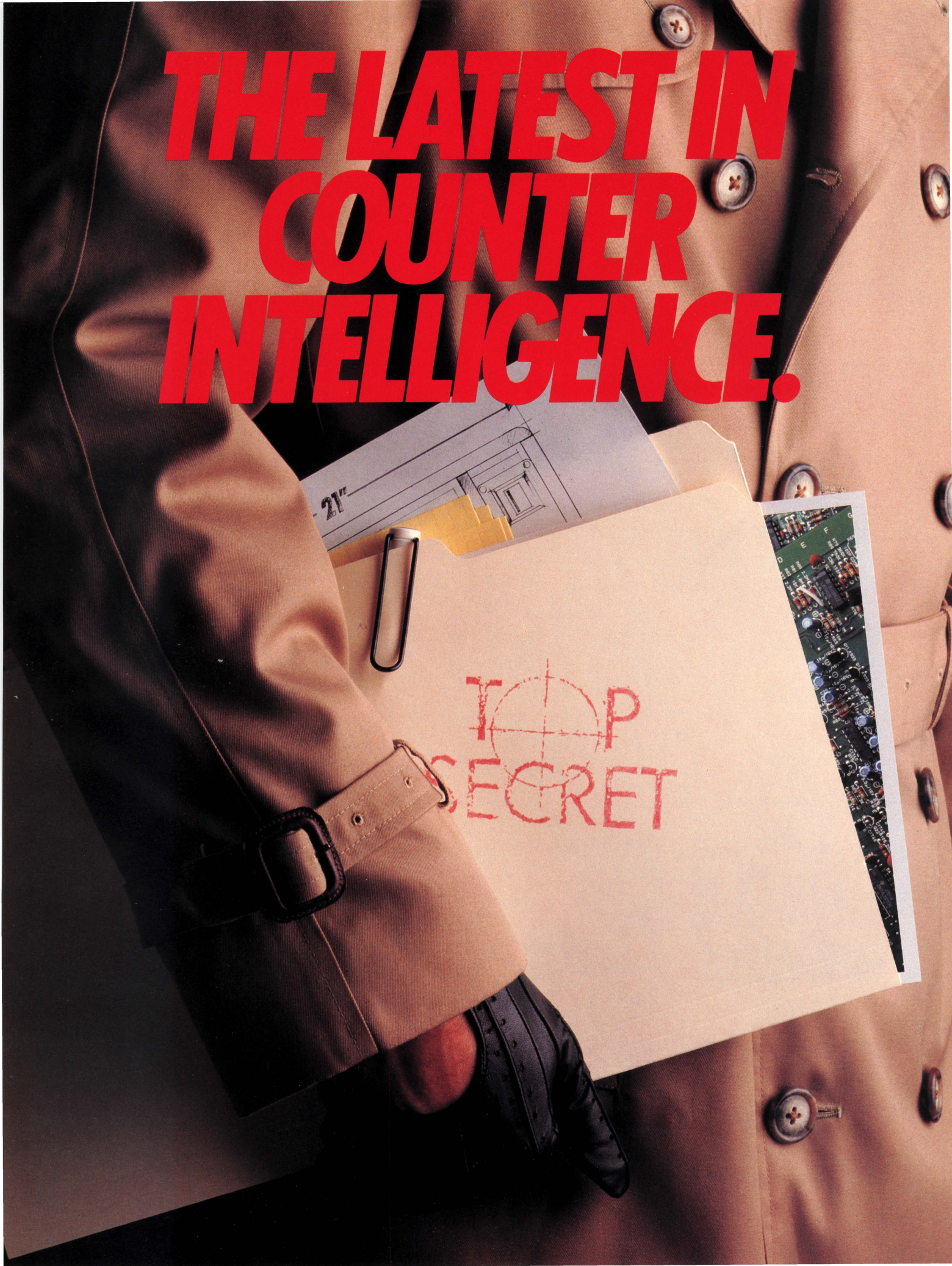
Atari's mammoth-sized pinball

The Japan Show (JAA Show) was held for the 16th year. The chairman, Masaya Nakamura, said, "Significant was the movement toward creating new markets as exemplified by the table television game. This has expanded the base and size of this industry."

Lila Zinter of Exidy commented on the Japan Show, "Japan is doing quite well in arranging American machines for the Japanese market. We do not think this is a competition to us but that it rather stimulates us." Both obviously saw the significance of video games, and 1979 was the beginning of a new age in coin-op entertainment. Pinball was to be dethroned as the king of coin-op, and video games would assume control of the industry for years to come. The Japanese manufacturers would soon dominate the traditionally American market.

Four new pinball machines were introduced in Play Meter's New Product section. They were *Hercules*, a mammoth-sized game from Atari, who described it as a spectacular giant; *Solar Ride*, Gottlieb's bionic horsewoman-themed game; Bally's *Supersonic*, based on the Supersonic transport theme; and Stern's *Dracula*, which needs no further explanation of theme.

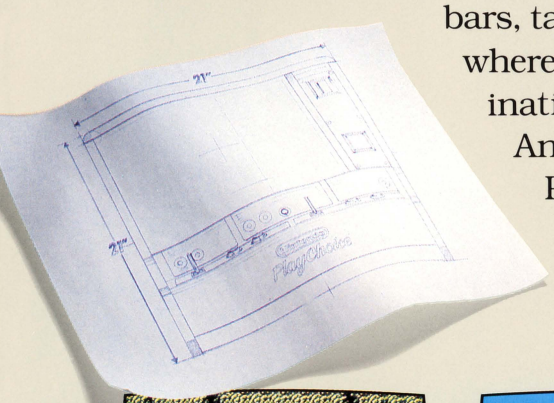
New songs added to radio station lineups included "Tragedy" by the Bee Gees, "What a Fool Believes" by the Doobie Brothers, "The Sultans of Swing" by Dire Straits, "Crazy Love" by Poco, "Forever in Blue Jeans" by Neil Diamond, and "Knock on Wood" by Amii Stewart. The top songs for the week of February 10, 1979 were "LeFreak" by Chic, "A Little More Heaven" by Olivia Newton-John, "Too Much Heaven" by the Bee Gees, and "Y.M.C.A." by The Village People.


THE LATEST IN
COUNTER
INTELLIGENCE.
21"
TOP
SECRET

Nintendo's Play is Winning the

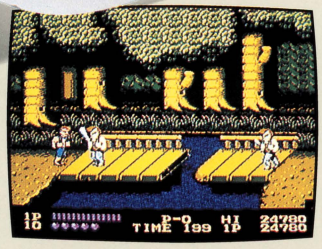
Attention all distributors and operators: Latest intelligence from the game front shows that Nintendo's PlayChoice CounterTop System is the new leader in space technology.

This condensed version of the successful upright PlayChoice unit is filling voids where coin-operated video games of this quality have never ventured—counter tops, bars, tables and wherever your imagination can take it. And with the PlayChoice CounterTop you can explore those potentially profitable *black holes* in establishments where games have never been played.

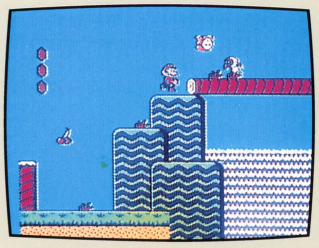


It's no secret that Nintendo's PlayChoice systems are big money makers.

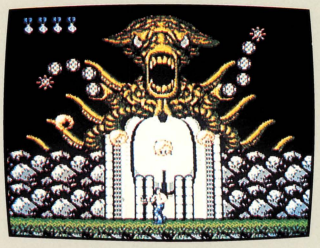
Players keep coming back to PlayChoice. That's because they get to pick from five to ten of the hottest titles around. What's more, PlayChoice gives them outstanding game graphics and space-age controllers.



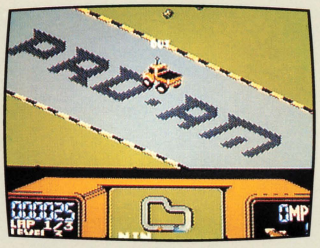
Double Dragon[1]



Super Mario Bros.2™

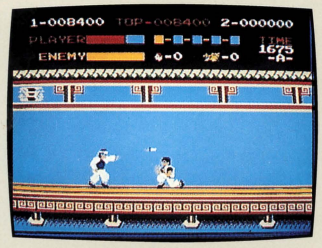


Contra[2]



R.C. Pro-Am™[3]

Mike Tyson's Punch-Out!!®



Kung Fu[5]

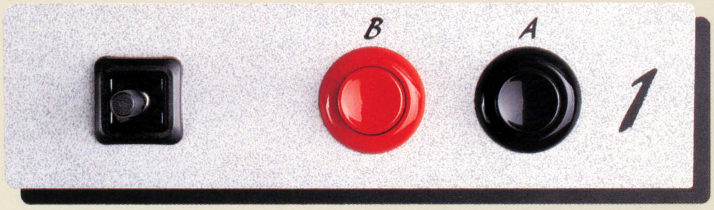
Rad Racer™[6]

Track & Field™[7]

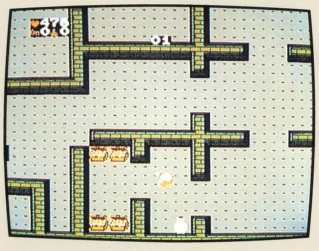
*[1]™Tradewest, Inc., ©1988 Technos Japan Corp., [2]™&© 1988 Konami Industry Co., Ltd. [3]®1987 Rare, Ltd., [4]®&© 1985 Atari Games Corp. [5]© 1984 Irem Corp., [6]© 1987 Square Co., Ltd., [7]™&©1987 Konami Industry Co., Ltd.

Choice™ CounterTop Battle for Space.

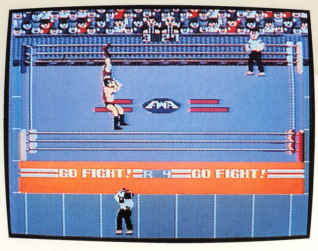
Distributors and operators with full-size PlayChoice systems already know how easy it is to change and upgrade game software. Here's better news: PlayChoice software is interchangeable between CounterTop, Upright and Converted units. Now you have more choices than ever!



With either the five-game or the ten-game option, you can choose from the hottest titles in the business. Games like *Double Dragon,[1] Super Mario Bros.2,™ Contra,[2] R.C. Pro-Am,™[3] Gauntlet[4] and Mike Tyson's Punch-Out!!® With more than 25 games in the PlayChoice library, you can design your unit to fit the location, keep the action fresh and watch the money roll in.



Gauntlet[4]



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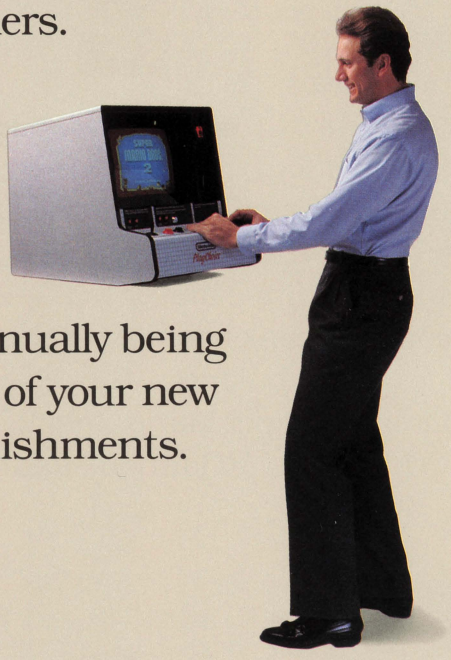
- At Nintendo, software is continually being developed to accommodate all of your new PlayChoice CounterTop establishments.



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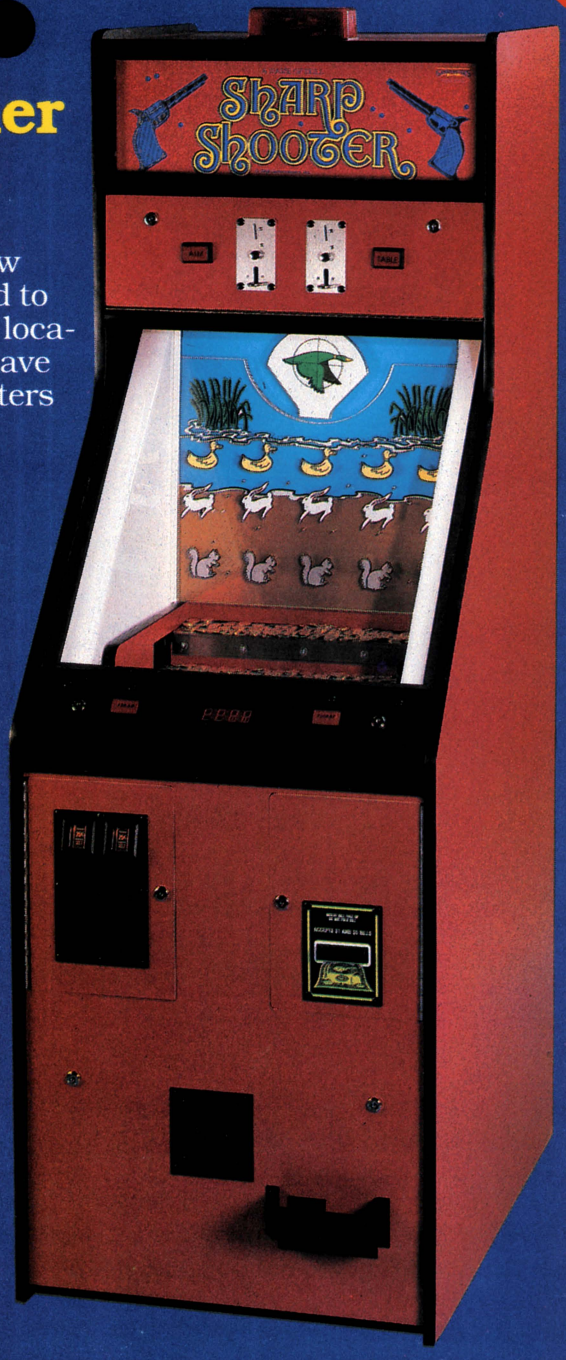

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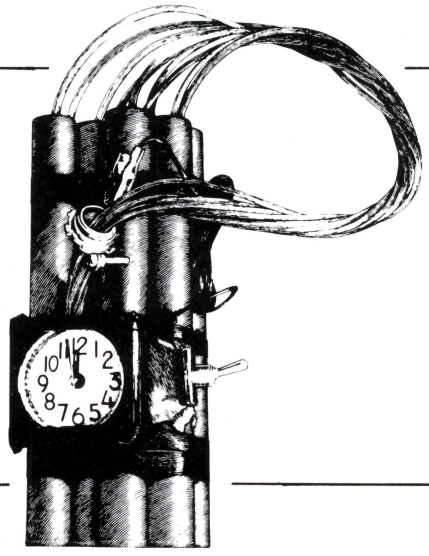
How to kill your business



by Rick Krepela and Joseph Arkin

As a business owner, you may be thrilled with the fact that you've finally established what seems to be a thriving business. But beware: there are failures even in times of prosperity, and your profitable enterprise can become a dismal failure.

A good business can sink into oblivion when you are guilty of lapses of good management. Just what is bad management that brings on this catastrophe?

Lack of planning: You should sit down with your staff and devise a plan for growth, a plan for having adequate financing, a program of advertising, and most of all, a plan to project future revenues and costs.

A starting point is to bring your accountant into the planning process. All CPAs today are exposed to management courses and programs as part of continuing professional education. They consider management advisory services to be of primary purpose in rendering service to clients.

"The surest way to rile your accountant is to conduct your business with 'scraps of paper'."

You can do yourself a favor if you do some reading on your own — libraries and bookstores are chock-full of books on the subject of management. The Small Business Administration publishes numerous booklets on varied subjects, and you can also tap the expertise offered by volunteer members of SCORE (Service Corps of Retired Executives).

Failure to keep adequate records: The surest way to rile your accountant is to conduct your business with "scraps of paper." A drawer full of bills or a stack of statements and notations on the back of envelopes detailing sales orders is not the same as a carefully-kept set of records. Poor records lead to an absence of adequate financial information to allow management to really know the results of operations.

While larger firms can avert this problem with large office staffs, it is found that with smaller firms the greatest single cause of business failures can be attributed to sloppy record-keeping. Management must know well in advance when trouble looms ahead.

Ignore new developments in your field: Doing things in the same old way, just because that is the way it was done in the past, is a sure way to invite aggressive, up-to-date competition to get the best of you. Retailers need store modernization programs, manufacturers must constantly improve their products and add new product lines, and service industries must be on the lookout for new and better ways to serve their customers. These are essential to any firm's growth, and failure to adopt new ways surely will lead to trouble.

"Trying to save money on professional advice can lead to costly mistakes."

You've got to read trade publications to find out about new products, new ways of conducting your business, and learning new methods of competing in the market place. And, without saying, you've got to join a trade association. Here you will be exposed to the latest developments, listen to speeches by experts, get an up-to-date newsletter, and be able to attend conventions and trade shows.

Ignore recurring losses: A trickle of red ink now and then isn't too much to worry about, or is it? You'll learn the hard way that little leaks add up to a torrent. If you add unproductive lines or items, allow excessive waste, don't take the trouble to

establish anti-theft losses by employees or customers, you'll find that the result can wreak havoc with your firm's profit and loss statement.

Forget that your customer is your most valuable asset: You must recognize this fact. Most times the customer doesn't really need you. Your product line may not be unique, your prices may not be lower than those of competitors, so in reality you need the customer more than he needs you.

Pamper your customer. Send greeting cards, establish a newsletter, and consider periodic mailings of price lists. When a customer is seemingly buying elsewhere, take the initiative and ask *why*. Don't be ashamed to ask, "What have we done wrong?" or "How can we win you back as a customer?"

If your competitors are seemingly going great guns and constantly taking away your customers, take the trouble to examine their operation and find out just what they're doing right.

Hitch your wagon to one big customer: Signing one big account to the exclusion of others may look like the easy road to profits. A manufacturer may get a contract to produce one or two products from a multi-million dollar firm on a subcontract basis, or a service firm may land that one big, big contract. Sounds great, but lose that one contact and you are just about out of business. Years ago, in a study conducted by the University of Pittsburgh, it was found that three out of ten firms going bankrupt found out the hard way that you can't put all of your eggs in one basket. How true!

"Doing things in the same old way, just because that is the way it was done in the past, is a sure way to invite aggressive, up-to-date competition to get the best of you."

Be your own expert: Trying to save money on professional advice can lead to costly mistakes. Any expert — production, sales training, distribution, legal or tax — costs money. Specialized opinions can minimize errors and form the basis for sound decisions. If you operate solely on your own intuition or hunches, you could wind up making one or two company-killing mistakes.

Build a family empire: Nepotism may be one way to keep your family in control, but watch out. Unless the relative is at least as competent as someone else available for hire, don't hire him. The act of hiring or promoting relatives kills morale when more qualified employees are passed over for promotion. Don't let eager employees find that the road to the top is blocked by a relative, especially one who is incompetent.

Forget about cost analysis: Don't be lulled into a false sense of security just because there is money in the bank. Time and time again, it has been proven that a firm has to know exactly what it costs to provide a product or service. The matter of pricing should not be left to guesswork. You just can't charge what the competition is charging. You have to find out if your production costs are too high or if the competition is selling below cost; will it soon be bankrupt?

Ignore your competitors' mistakes: You will constantly read of success stories in the business section of your local newspaper or in trade magazines. Good, but what about the companies that fall by the wayside? If they're in a business similar to yours, try to find out what happened. Whether it was selling at unrealistic prices, carrying excessive inventory, poor selling methods, obsolete equipment or methods, you've got to find out so that you are not making the same mistakes.

Expanding beyond capacity: If you are a manufacturer or jobber, you can't let an enthusiastic salesperson bring in orders that you can't possibly fill. When you can't fill that kind of order, you alienate the customer and may be written off as a source. Or, if you are a retailer, you can't run advertisements and not have sufficient stock or a nearby source of supply. Yes, you can give "rainchecks," but you may still be irritating the customer.

A really successful business grows within its means. Whether at a fast or slow pace, you have to have planning, financial footing, and the means to consolidate your new gains. Panic borrowing is the road to ruin.

Let everyone shift for themselves: You have to give guidance to employees, set guidelines, and let them know what is expected of them so they can best perform their duties. Some meetings on company time to explain new products or new business methods is cheaper in the long run than having a staff running around in circles.

Authority has to be delegated, and there must be coordination, even in the smallest of firms. Failure to provide such guidance results in staff bickering or a breakdown in maintaining production and/or sales. Management breakdown at any point can prove to be disastrous.

Don't be an egotist: The quickest way to ruin is to take on the role of "know-it-all boss." Henry Ford is a good example of autocratic one-man rule. Only the onset of World War II saved Ford Motor Co. from going into bankruptcy.

You can be tops — but don't be afraid to hire a management consultant, ask your accountant for help, or seek out retirees to take on the role of supervisors or advisors.

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Pitfalls of the absent-minded businessman

by Bryan E. Milling

[Editor's Note: As if the common management errors mentioned in the previous article aren't enough, there's still more that the businessman must be aware of lest he fall into the red! Listed below are other pitfalls that the wise manager must avoid.]

Most business failures result from a small number of management errors. Recognizing and avoiding those errors can improve the chances for the success and profitability of a business enterprise.

Accounting

Managers who lack effective accounting systems often lack other information necessary to keep a business on a profitable track. They aren't fully aware of how much inventory they have on hand. Nor do they know what items make up that inventory.

Accounts receivable management becomes haphazard. Credit decisions become suspect. Collection efforts become hampered. The resulting disruption in the firm's cash flow can lead to severe financial difficulties. Inadequate accounting and control systems also can lead to many more problems that can become obstacles to a firm's success.

Overhead

No one can argue with the unavoidable necessity to incur overhead costs (rent or buy a facility, get office furniture, supplies, etc.). However, the problem arises from management's failure to hold those costs in line.

For example, a business may have the choice between renting swank office furniture or buying exciting, but functional furniture. Many business managers opt for the more plush, and more expensive, alternative even though it makes no contribution to sales.

Hiring a receptionist whose primary tasks are greeting salesmen and serving coffee adds an unnecessary fixed salary expense to a firm's overhead costs. Eliminating the receptionist can reduce those costs, although salesmen will continue to call.

"No one can argue with the unavoidable necessity to incur overhead costs. The problem arises from management's failure to hold those costs in line."

The problem with excessive overhead costs often extends to the business owner's pay. Many business owners ruin their firms by overpaying themselves. That drains cash that businesses need to survive. The tendency to overcompensate is understandable. Founders want to earn the financial reward typically associated with independent business ownership. However, they often make an unrealistic assessment of what the business can afford to pay them.

A business generating $100,000 in sales cannot afford to pay the owner $40,000 in salary and fringe benefits, no matter how hard he works. The financial rewards can develop as the business grows and prospers. But extracting those rewards too soon can erase the promise of a business enterprise.

Inventory

Surprisingly, few business failures can be attributed to insufficient inventory. Instead, more problems arise from the tendency to carry too much inventory. Many business managers overreact to the potential for losing a sale because the firm lacks particular items a customer wants. That reaction leads to excess inventory purchases that lead to other, more severe problems.

An excess investment in inventory can strain a firm's financing capabilities. A $10,000 increase in inventory requires a $10,000 increase in cash or credit to pay for that stock. Recurring increases in inventory with the same requirements soon can result in a financial problem as a business exhausts its cash and credit lines.

In addition, there are other costs such as increases in property insurance, employees, and facilities to house the inventory. And a larger investment in inventory leads to larger losses from stock that deteriorates or becomes obsolete.

Absentee ownership

Rarely do employees have the same devotion to a firm's success as the owner. In the owner's absence, the business lacks the primary motivation for its progress. Problems can arise that employees cannot or choose not to solve. In an extended absence, those problems can lead to the firm's failure.

Insurance

Consider the business that underinsures. To save on insurance premium costs, the business owner carries little property and liability insurance. That decision represents false economy. A fire becomes fatal to such a business. So does an accident that makes the company liable for the injuries sustained by a customer or bystander.

No business should allow circumstances to develop that would allow one unforeseen event to place the firm in a position where recovery becomes questionable.

Checklist for incorporation

by Leonard D. DuBoff

You may decided to incorporate your business as a means of limiting personal liability and as a means of minimizing federal income tax liability and getting fringe benefits not available to single proprietors or partners.

The tax considerations are generally applicable to a business which is earning a good deal of money. Even if you are not in that category, you may want to consider incorporating in order to limit your personal liability.

Corporations are hypothetical legal people and, as such, are responsible for their own acts and contracts. Thus, if the corporation's car negligently injures a pedestrian, or if the corporation's products are responsible for injury, the corporation, not its owners, will be liable if the proper formalities are adhered to.

"Corporations are hypothetical legal people and, as such, are responsible for their own acts and contracts."

Incorporating is generally a fairly simple matter, but to do it right and utilize all the advantages, it is highly recommended that you consult a lawyer. A lawyer's time, of course, is money, but you can save some of that money if you come to the office prepared. Here is a checklist of some of the points you will need to discuss with your lawyer.

Certified public accountant: Other than yourself, the most important person with whom your attorney will work is your accountant, who will provide valuable input on the corporation's financial structure, funding, capitalization, allocation of stock, etc. Your accountant will need to provide an opening balance sheet for the corporation from the time that the business moves from sole proprietorship or partnership to corporate status.

Corporate name: Contact your attorney ahead of time with the proposed name of the corporation. A quick phone call or inquiry to the Corporation Commissioner or Secretary of State in your state capitol will discover whether the proposed name is available. Your attorney can reserve, for a reasonable length of time, your chosen name until you are ready to use it. You will also have to decide whether your corporation will have a special mark or logo that needs federal trademark protection or state registration.

Corporate structure: Who will be the officers of the corporation? It may be that the by-laws of the corporation should have a special description for specialized corporate officers. In very small corporations, these might be on an informal basis, without elaborate division of responsibilities and titles. However, every corporation needs formal officers.

Shareholders: How many shares should your corporation be authorized to issue? How many shares should be issued at the start of the corporation's business and how many held in reserve for future issuance? For example, there may be an occasion when you need to borrow money and want to issue preferred stock to the lender, rather than show it as a debt on the books.

If the corporation is family-owned, then stock ownership may be used as a means of some estate planning. You may, therefore, also wish to ask your attorney about updating your will at the time of incorporation.

Shareholder agreements: If your corporation has several shareholders, is there a method for preventing shareholder voting deadlock? You may wish to discuss with your lawyer possible pre-incorporation shareholder agreements which govern employment status of key shareholders or commit shareholders to voting a certain way on specific corporate issues.

The buy/sell agreement: The first meeting with your attorney is a good time to discuss buy/sell agreements. What happens when one of the shareholders wishes to leave the business? Under what circumstances should he be able to dispose of stock to people outside the corporation? In closely held corporations, the corporation or other shareholders are generally granted the first option to buy the stock.

What circumstance should trigger the corporation's or other shareholders' right to buy the stock—death, disability, retirement, termination, etc.? Should the buy/sell agreement be tied to key-person insurance that would fund the purchase of stock by the corporation in the event of the death of a key shareholder? What will be the mechanism for valuing stock; annual appraisal, book value, multiple earnings, arbitration, etc.?

"A lawyer's time is money, but you can save some of that money if you come to the office prepared."

Planning for future shareholders: Are there plans to take on new investors or shareholders in the future? Are there plans for converting the corporation into one which is publicly held, i.e., owned by a large number of investors? If so, the initial structure of the articles of incorporation and stock may be used as an important planning tool for the future.

Capitalization: At this point, your attorney works closely with your CPA. What will the initial capitalization or funding of the corporation be? Will

shareholders make loans to the corporation and contribute the rest in exchange for share of stock? What is being contributed by shareholders in exchange for stock—money, past services, equipment, assets of an ongoing business, licensing agreements, etc.? What value will be place on assets which are contributed to the corporation?

Board of directors: Who will be on the board of directors? How many initial directors will there be? It is a good idea for there to be an odd number in order to avoid the potential for a voting deadlock. Will shareholders have the right to elect members of the board of directors based on their respective stock ownership?

Corporate housekeeping: Your attorney will need to know a variety of corporate housekeeping items. For instance, the number of employees the corporation anticipates for the coming 12-month period will be necessary for application for a federal tax ID number. Will the corporation's tax year end Dec. 31 or at another point in the year? (note: since 1982, newly formed S-corporations cannot elect fiscal years.)

Will the corporation's accounting be on a cash basis or accrual basis? This factor is governed by income tax regulations. Will the corporation authorize salaries for its officers? What will be the date for the annual meeting of the board of directors and shareholders? Who will be the registered agent? Generally, your attorney will assume this latter role.

Employee benefits: Be prepared to consider employee benefit plans such as life and health insurance, profit sharing, pension and other retirement plans, stock option programs, as well as other fringe benefits. If not implemented when the corporation is created, it is, nonetheless, a good idea to determine when such programs may be instituted.

Chapter S or C: Will the corporation be a subchapter S-corporation where income and losses flow through to shareholders and the corporation pays no income tax, or will it be a standard section C-corporation where it does pay income taxes and income that is not taxable to the shareholders? If the corporation is expected at the outset to sustain major losses, and shareholders have other sources of income against which they wish to write off losses, chances are the S-corporation status may be appropriate.

"Other than yourself, the most important person with whom your attorney will work is your accountant."

Leonard Duboff is a professor of law at Lewis & Clark College in Portland, Ore. He has authored several books and articles on legal topics and has a private law practice. □

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Amusements and depreciation: what all operators should know

by Jeffrey H. Rosenthal, E.A.

One of the more perplexing issues concerning the coin-op operators on their tax returns is the issue of depreciation for tax purposes. This is certainly not to be confused with real route depreciation, which I believe is significantly faster than that allowed by the government.

What can be depreciated?

Well, IRS Publication 334 (Tax Guide for Small Business) states: "Depreciable property is property for which a depreciation or section 179 deduction (expensing rather than depreciating) is allowed." Many different kinds of property can be depreciated; for example, office machinery, test equipment, hand trucks, coin counting equipment, route vehicles, etc.

Publication 334 goes on to state: "Property is depreciable if it meets these requirements:

1) It must be used in business or held for the production of income.

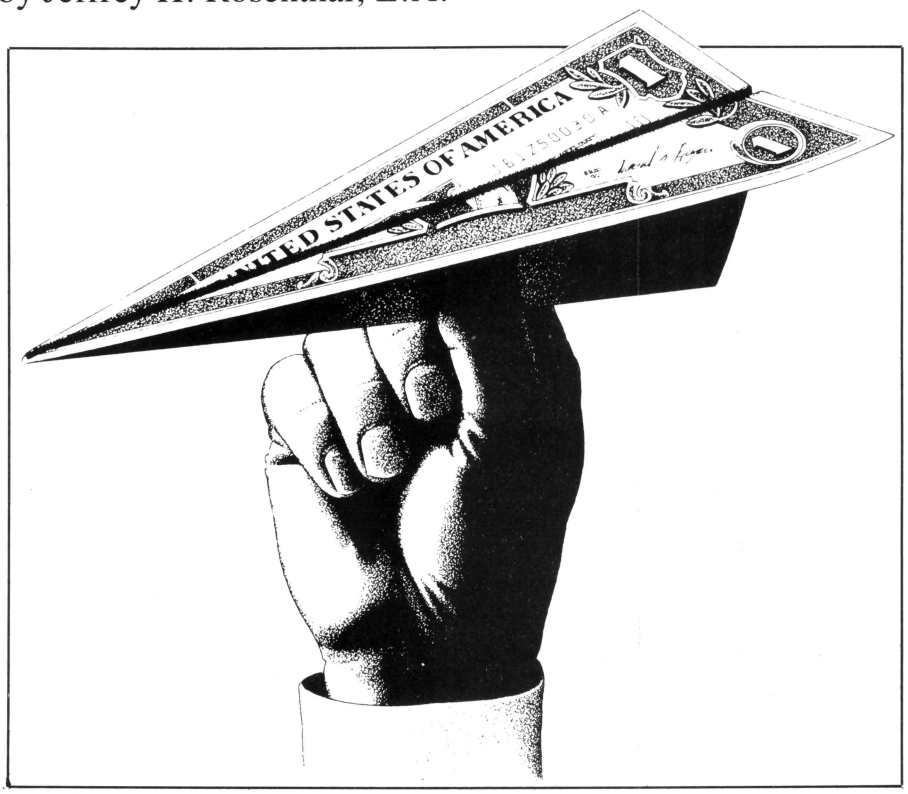
2) It must have a *determinable* life, and that life *must be longer than one year.*

3) It must be something that wears out, decays, gets used up, becomes obsolete, or loses value from natural causes.

In general, if property does not meet all three of these conditions, it is not depreciable.

All property placed into service after 1981 was termed "recovery property." And from the years 1981 to and including 1987 was subject to depreciation under the Accelerated Cost Recovery System, termed "ACRS." All or mostly all property acquired after 1987 was subject to depreciation under the Modified Accelerated Cost Recovery System, termed "MACRS."

IRS Code Section 38 property includes property which is used in trade or business with a useful life of three years or more. This is important to know when considering a Section 179 deduction.



What is a Section 179 Deduction?

Good Old IRS Publication 334 states: "You may elect to treat the cost of certain qualifying property as an expense rather than as a capital expenditure. You must decide for each item of qualifying property whether to deduct, subject to the yearly limit, or capitalize and depreciate the property's cost. If you make the election for a deduction, a limited amount of the cost of qualifying property you purchase for use in your trade is deductible in the first year you place the property in service. Qualifying property is Section 38 property."

By now most of these code sections must be confusing to you, but it gets worse. Before we get into the specifics, two other points listed in IRS Publication 334 are noteworthy.

1. **Equipment used to build capital improvements.** You may not deduct depreciation on equipment that you are using to build your own capital improvements. The depreciation on this equipment during the period of construction must be added to the basis (cost) of improvements. This is subject to the Uniform Rules of Capitalization.

2. **Repairs and replacements.** You may deduct the cost of repairs and replacements that do not increase the value of the property, make it more useful, or lengthen its life. However, if a repair or replacement increases the value of the property, makes it more useful, or lengthens its life, you must capitalize and depreciate these costs. *You cannot deduct these costs.*

Some property, such as candy vendors, pool tables, soda machines, office equipment (but not office furniture), computers and peripheral equipment, and any automobile and light-duty general purpose truck, clearly falls into the five-year category.

(Note: For cars, trucks, and computers there are limits to maximum depreciation allowable each year; this is called "listed property." Office furniture falls into the seven-year category.)

Dealing with depreciation and cabinets/software

The problem is video amusements and conversion software. In the case of a new dedicated game, the software will be obsolete long before the cabinet and other essential components (coin door, monitor, etc.) Since this specific property clearly will not fall into the five-year category, it must fall into the only lower category: three years.

Now you can purchase cabinets and software separately. In this case I would depreciate the cabinet in the five-year category and the software separately. One of the more provocative issues here is what to do with the software. Well, most income (equipment) polls done by Play Meter and the other industry trades don't indicate a life of more than one year, and we confirmed this on our routes.

I will take the position that this property does not have a useful life of more than one year and therefore by definition cannot be depreciated. In this case I will amortize (similar to depreciation) the software over 12 months.

"In the case of a new dedicated game, the software will be obsolete long before the cabinet and other essential components."

Another debatable case is when you have a dedicated piece and put in a conversion. The point to make here is that the law clearly states that the life of the property *must be determinable*. Here I would depreciate the original dedicated piece over three years and amortize the new software separately.

Clearly, not all coin-op operators will have confusion in this area; only operators with videos and pins are faced with it. And there is one other option: utilizing the Income Forecasting Method, or using the depreciation as a part of the cost of the goods sold. This method is not common, it requires a great deal of documentation, and it's difficult to explain to the young and inexperienced IRS auditors.

It clearly is a more reflective method for videos and pins. Essentially, each machine becomes its own profit center (business, if you will), and each piece is depreciated on its own.

What is best for you is a subjective question depending on your professional advisor, your recordkeeping, and your IRS district. Clearly, this terribly complex subject cannot be properly explained in totality in these brief few lines. Let the foregoing serve as a basis for further examination between you and your professional advisor.

Jeffrey Rosenthal, E.A. can be reached at (718) 232-0342.

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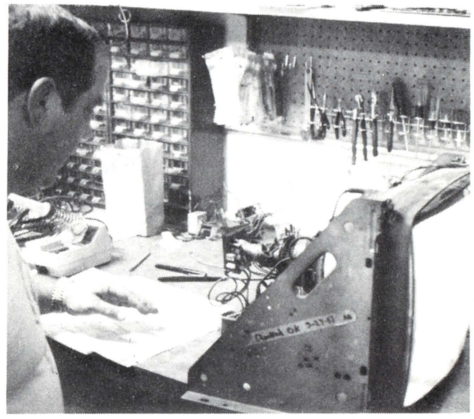

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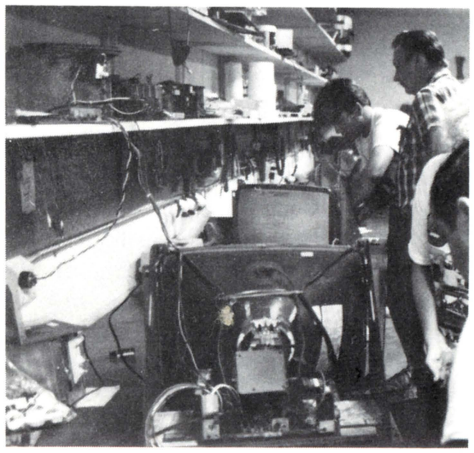

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What? Another new tax law? Some good news and bad news

by Irving L. Blackman

On Nov. 10, 1988, President Reagan signed his last tax hurrah— the Technical and Miscellaneous Revenue Act of 1988. The Act will soak some unhappy taxpayers about $4 billion over the next three years to pay for a shower of benefits for other lucky taxpayers.

Taxpayer Bill of Rights

The new law contains a series of provisions designed to bolster your rights when dealing with the IRS. Abusive action by the IRS should be curtailed. Here are some of the more important ground rules to help resolve disputes between the IRS and taxpayers:

- The IRS is prohibited from imposing production quotas on employees involved in the collection process.
- In general, taxpayers must receive a more complete description of why they are being assessed tax or penalties.
- Taxpayers can make an audio recording of an interview with the IRS.
- A taxpayer can suspend an interview to consult with his or her representative.
- Taxpayers can recover legal fees if the IRS' position is not substantially justified.

Section 89 rules eased

Starting in 1989, Section 89 of the tax code requires all employers to apply a complex set of non-discrimination tests to each of their benefit plans. The rules are designed to discourage companies from favoring highly-compensated employees. For example, a plan would be discriminatory if it provided free annual physicals only for the top executive group of the company. Under Section 89, the company could still deduct the cost of the physicals, but the value of the benefit would no longer be tax-free to the executive.

Here are some of the most significant changes made by the new law:

- Employers can select *one day* per year to test their plans for non-discrimination.
- Employers have more freedom to combine "comparable" plans for testing purposes.
- Employers have more freedom to exclude certain employees and their families for testing purposes (for example, employee dependents covered by other company benefit plans or part-time workers).
- Employees can use a random sample of employees to perform the non-discrimination tests.

"The new law contains a series of provisions designed to bolster your rights when dealing with the IRS."

New rate on accumulated earnings

The Act looks back in time. For tax years starting after Dec. 31, 1987, the accumulated earnings tax on corporations is a flat 28 percent. Under the old law, the tax was 27.5 percent on the first $100,000 of accumulated taxable income and 38.5 percent of the excess.

New tax break for college boosters

Back in 1986, the IRS caused problems for college booster clubs by ruling that no deduction would be allowed for a contribution to a college if the taxpayer received, in exchange, a right to buy game tickets. Under the new law, you can deduct 80 percent of contributions to an educational institution when you receive the right to buy game tickets in exchange.

The new break is allowed for contributions made by individuals or businesses in 1984 or after. You have until Nov. 10, 1989, to file a refund claim. One caution: you can't get a deduction or refund for amounts paid to purchase game tickets.

Research tax credit lives again

The research tax credit was scheduled to die at the end of 1988. But the new law gives the credit a reprieve for one year— until Dec. 31, 1989. This is the basic rule: if you incur qualified research expenses, you receive a tax credit if your current year expenses exceed your "base period" (generally, the three preceding years) expenses. Your credit is 20 percent of the excess.

The new law cracks down on the old benefits. Under old law, you could deduct all of the research expenses plus take the credit. But now, the research expense deduction must be reduced by one-half of the credit claimed.

Terminating a pension plan

It has become fashionable for a business to terminate its pension plan. The surplus assets in the plan, after required distributions to employees, are returned to the employer. The amount of such asset reversion to the employer was taxed at a 10 percent non-deductible penalty. The new law balloons the penalty to 15 percent of the surplus assets. The higher penalty hits any employer receiving the revision after Oct. 20, 1988.

Tax-free college savings bonds

You'll like this new law. The rule in a nutshell: no federal income tax will be

owed when Series EE bonds purchased after 1989 are redeemed if "qualified education expenses" incurred in the year of redemption equal or exceed the bond proceeds. Qualified expenses are tuition and other required fees (but not room and board) paid to a college or vocational school.

This benefit is only available to people who buy the bonds after reaching age 24. All interest is tax-free for a married couple filing a joint return, whose adjusted gross income (AGI) is less than $60,000 ($40,000 for single filers). The break does not apply to joint filers whose AGI is over $90,000 ($50,000 for singles).

The interest is partially tax-free for joint filers with AGI between $60,000 and $90,000 ($40,000 and $55,000 for singles). To qualify for the tax break, the bonds must be kept in the parents' names and must be redeemed by them.

Telephone deduction tightens

Up until now, business people and investors could deduct the business-use portion of local telephone service in their residence. The new law knocks out any deduction for the cost of local telephone service starting this year. The new rule only applies to the first telephone line in your residence.

The best bet is to have two lines coming into your home: one for non-deductible personal purposes, and the second one solely for business use (which is fully deductible). It should be pointed out that the new rules do not affect deductions for the cost of long-distance telephone calls, equipment rental, additional telephone lines, or other optional services used for business purposes.

Separate filing for children

Under present law, a dependent child under 14 years old with any unearned income and total income over $500 had to file his or her own tax return. The new law, starting in 1989, allows parents with children under age 14 to report the children's investment income on their tax return.

How does the parent report and pay for the child's income? The first $500 of the child's income is tax-free; the next $500 is taxed at 15 percent and is added to the parents' tax liability. Any amount over $1,000 is added to the parents' taxable income and paid at their top tax rate. It should be noted that the amount of tax due on the child's income is the same if the child files a separate tax return or includes the income in the parents' return.

The parents can elect to include their child's income on their return if a) the child's income is less than $5,000; b) the income is only from interest and dividends; and c) the child did not make estimated payments in his or her name. When the parents elect to include the child's income on their return, the child is not required to file a tax return.

Targeted jobs credit extended

Congress has extended the targeted jobs credit for one year to employees who begin work in 1989. The credit was scheduled to expire at the end of 1988. Under the old law and the extension, an employer can claim a tax credit if he hires employees who are members of any nine targeted groups. In general, the credit allows a dollar-for-dollar reduction in the employer's tax liability, up to 40 percent of the first $6,000 of salary paid to each qualified new employee during the first 12 months he or she works.

For 1989, the age range has been changed to 18-22 on the date of hire for qualifying economically-disadvantaged youths. The age spread was 18-24 under prior law. There is one more change: the credit for hiring economically-disadvantaged summer workers, aged 16-17 on the hiring date, will be 40 percent (reduced from 85 percent in 1988) of the first $3,000 of wages paid for services during any 90-day period between May 1 and Sept. 15.

Underestimating your tax

The new law changed the rules in the middle of the game for 1988. As a result, many taxpayers could be socked with a penalty for underestimating their tax. But the new law gives you, or your corporation, a break by waiving any estimated tax penalties for 1988 underpayments created or increased because of the new law. This waiver applies for individual taxpayers to any period of underpayment before April 16, 1989; it's March 16, 1989 for corporations.

Business meal deductions

The 1986 Tax Reform Act generally disallows any deduction for business meals unless the taxpayer or the taxpayer's employee is present at the meal. The new law allows the IRS to authorize two additional exceptions to the general rule.

First, a business could deduct reimbursements made to job applicants who eat alone while traveling to a job interview. Second, a new rule would permit deductions for the cost of meals paid by your family while moving to your new job location, even though you traveled at a different time or by a different route or method. The effective date of the new rules goes all the way back to Jan. 1, 1987.

Of course, only 80 percent of the meal is deductible. Under the new law, the employer, retroactive to 1987, can deduct 100 percent of the reimbursement. The employee who receives the reimbursement for the job-related moving expense can only deduct 80 percent of the meal. The net result is that for each $1 the employee is reimbursed, he or she will realize 20 cents of income.

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3. Every Rose Has Its Thorn	Poison Enigma 44203/Capitol
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5. Armageddon It	Def Leppard Mercury 870 692-7/Polygram
6. In Your Room	Bangles Columbia 38-08090
7. Smooth Criminal	Michael Jackson Epic 34-08044/E.P.A.
8. I Remember Holding You	Boys Club MCA 53430
9. Put A Little Love In Your Heart	Annie Lennox and Al Green A&M 1255
10. The Way You Love Me	Karyn White Warner Bros. 7-27773

Country

TITLE	ARTIST Label & Number/Distributing Label
1. Change of Heart	The Judds RCA/Curb 8715-7/RCA
2. She's Crazy For Leaving	Rodney Crowell Columbia 38-08080/CBS
3. Depper Than The Holler	Randy Travis Warner Bros. 7-27689
4. Blue Side of Town	Patty Loveless MCA 53418
5. All The Reasons Why	Highway 101 Warner Bros. 7-27735
6. Hold On (A Little Longer)	Steve Wariner MCA 53419
7. What I'd Say	Earl Thomas Conley RCA 8717-7
8. Burnin' A Whole in My Heart	Skip Ewing MCA 53435
9. Song of the South	Alabama RCA 8744-7
10. Hold Me	K.T. Oslin RCA 8725-7

Compact Discs

TITLE	ARTIST Label & Number/Distributing Label
1. Traveling Wilburys	Traveling Wilburys Wilbury 2-25796/Warner Bros.
2. Rattle and Hum	U2 Island 2-91003/Atlantic
3. Delicate Sound of Thunder	Pink Floyd Columbia C2K 4484
4. Giving You The Best That I Got	Anita Baker Elektra 2-60827
5. Silhouette	Kenny G Arista ARCD 8457
6. Greatest Hits	Fleetwood Mac Warner Bros. 2-25801
7. American Dream	Crosby, Stills, Nash & Young Atlantic 2-81888
8. Shooting Rubberbands at The Stars	Edie Brickell & New Bohemians Geffen 2-24192
9. Green	R.E.M. Warner Bros. 2-25795
10. A Fresh Aire Christmas	Mannheim Steamroller American Grammaphone 1988

Pop/Rock Albums

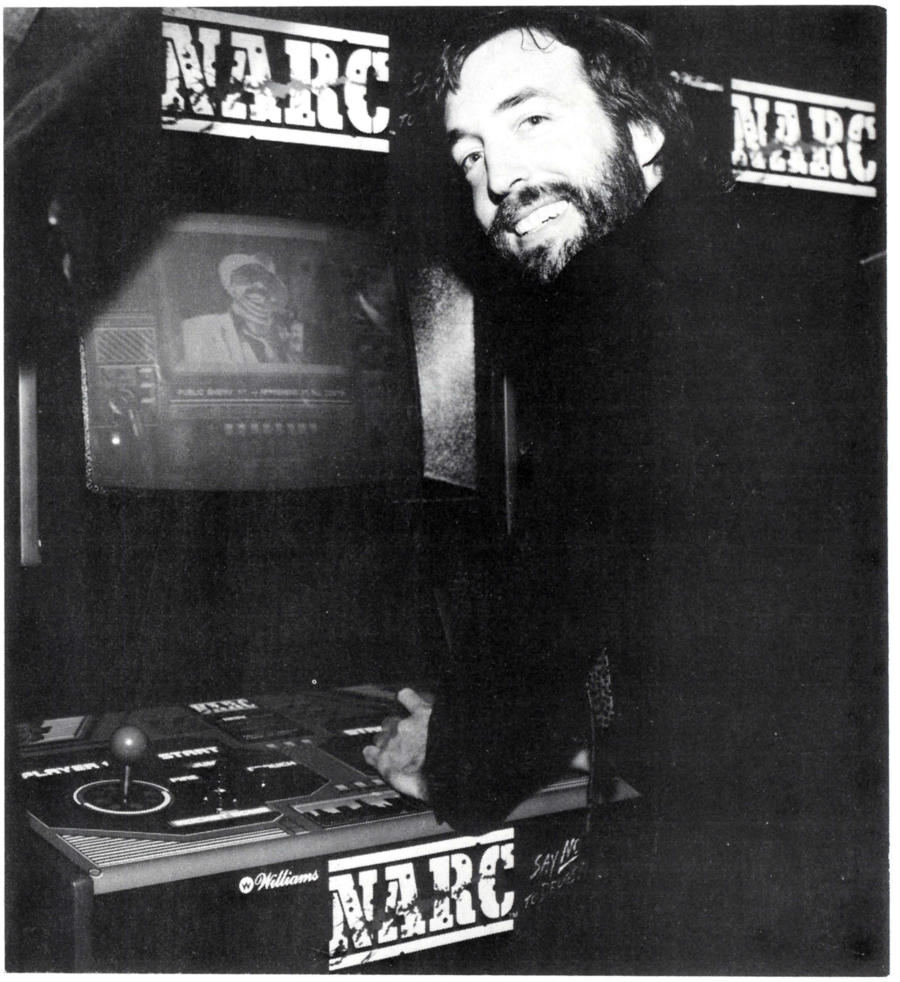
TITLE	ARTIST Label & Number/Distributing Label
1. Giving You The Best That I Got	Anita Baker Elektra 60827
2. Rattle and Hum	U2 Island 91003/Atlantic
3. Cocktail	Soundtrack Elektra 60806
4. Appetite For Destruction	Guns N' Roses Geffen GHS 24148
5. New Jersey	Bon Jovi Mercury 836 345 1/Polygram
6. Don't Be Cruel	Bobby Brown MCA 42185
7. Hysteria	Def Leppard Mercury 830 675 1/Polygram
8. Traveling Wilburys	Traveling Wilburys Wilbury 25796/Warner Bros.
9. Open Up And Say . . . Ahh!	Poison Enigma C1-48493/Capitol
10. Silhouette	Kenny G Arista AL 8457

Unsung heroes of R&D

While happily engaged in the game play of the video *Narc*, or concentrating on those shots in *Taxi* or *Truck Stop*, players and operators alike have to thank those unsung heroes of research and development teams like the ones at Williams and the new Bally. Untold hours are poured into each idea, and careful attention is paid to every detail of a game in order to bring the most appealing product to market.

We're glad to have the opportunity to get members of the engineering teams at Williams and Bally to come out from behind the machines and take center stage for a change. We're all anxious to see what they have in store for us at the upcoming ACME '89 in Reno, Nev. Keep up the good work!

From left: Bally design and service personnel Greg McKay, Ed Schmidt, and Pete Perry.



Eugene Jarvis, Williams video designer and creative force behind *Narc*, samples the finished product.

Jim Patla (l), Bally production manager/designer, and Steve Kordek, Bally director of game design.

Brian Colin (l) and Jeff Nauman, Bally video designers, don overalls to capture the mood of *Truck Stop*.

Curing a problem with *Blackwater 100*

by Jean-Guy Hardy

Blackwater 100 was one of the last pinball games produced by Bally before Williams stepped into the picture. It's a good game with a reverse-type of multiball play at the start. Stunning graphics and some awesome shots make this a good pinball.

Problem: Intermittent ball detection

The ball detection is comprised of an infrared emitter and a detector device that eliminates the use of mechanical switches and the adjustments that go with them.

Symptoms: 1) Missing ball(s) message at the start of a new game; 2) The heat ends with the last ball drained but nothing happens.

Check all the connections to and from the control module and the two boards that make up the ball sensor system. Also, check the strobe line used by the sensor system to see that is not grounded out.

Cause: Light from the R.A.I.N. feature shines in the ball-trough chamber, which falses the detectors.

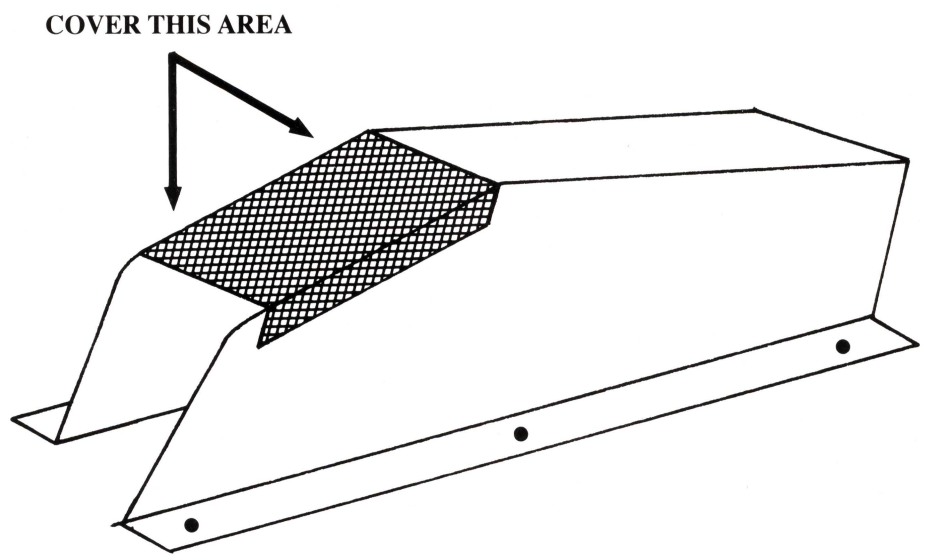
The MRD 370 is a silicon darlington amplifier that can detect visible and infrared light. This is why they can false on the light reflected from the R.A.I.N. feature.

Cure: Cap-off the opening over the ball trough with a piece of construction cardboard or a similar material.

This simple but effective modification can be done in the field. Just remove the front platform (bottom arch) and cut a piece of shielding material. Then cover the open-top area of the ball trough and secure the shield in place with some good tape.

[*Editor's Note: Jean-Guy Hardy is the service manager for Service Coin Ltd. in Saint-John, New Brunswick, Canada.*

*We invite our readers to submit their solutions to problems encountered in the daily grind of keeping an amusement route running smoothly. We'll be happy to pass on suggestions to other amusement operators around the country. Send entries to Play Meter Magazine, P.O. Box 24970, New Orleans, LA 70184.***]**



BALL TROUGH CHAMBER

NEW PRODUCTS

Shoot To Win! II "2 Hoop"

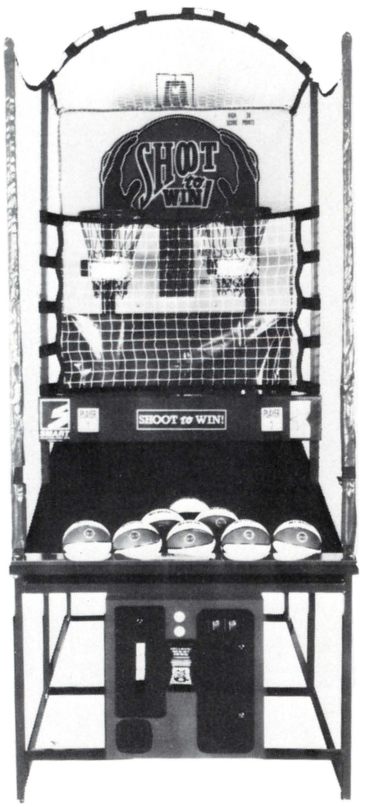
Smart Industries has added a new dimension to basketball game play with its *Shoot to Win! II* "2 Hoop" model that encourages friendly competition.

One or two players can shoot against the clock with this game. The two hoops allow players to compete against each other at the same time. Scoring is two points per basket; baskets made during the last 10 seconds score three points.

Features include a photo-eye sensor for accurate scoring, dependable microprocessor gameboard, difficult-to-cheat metal ball locking gate, optional ticket dispenser, and Rowe dollar bill acceptor.

The game has solid steel construction, measures 9 feet long by 4 feet wide, and weighs 325 pounds. It easily fits through standard doorways.

For more information, or distributor referral, write Smart Industries Corp. Mfg., 1626 Delaware Ave., Des Moines, IA 50317; (800) 553-2442 or (515) 265-9900.



Lotto Fever, Maxi Twirl

Coin Concepts now has the *Lotto Fever* novelty game and *Maxi Twirl* rotary merchandiser in its product line.

Lotto Fever is a lottery game that requires players to pre-select numbers and try to skillfully capture those numbers. It gives a hi-lo option, high score roster, and ticket or token payout. The game is available in dedicated or kit form.

Maxi Twirl is an automatic self-reloading, one-player rotary that holds up to 100 prizes in 3.5-inch or 2.5-inch cups. Features include solid plywood construction, tilt alarm, pusher arm, and variable speed turntable. The playfield is large and there are dual coin mechs.

For more information, or distributor referral, write Coin Concepts Inc., 12 Edgeboro Road, Unit 4. East Brunswick, NJ 08816; (800) 462-COIN or (201) 390-9009.

CD Galaxy

NSM Loewen-America debuts the *CD Galaxy*, a new dedicated CD phonograph added to the growing NSM family of music equipment.

The *CD Galaxy* holds 100 CDs in two stacks. Stacks can carry both albums and singles. Other features include professional dust-protected disc drive, eight-second access time, and a capacity of 1,600 titles. In addition, there is a flip chart title display on eye-level for convenience while making selections.

Reliable ES-IV technology and space-age graphics on the front of the machine make this phonograph an attractive package.

For more information, or distributor referral, write NSM Loewen-America, 5207 N. Rose St., Chicago, IL 60656; (312) 992-2280.

Hoop Shot – Gold Team Beat the Clock

Doyle & Associates takes its popular *Hoop Shot!* basketball game to a new level with the *Hoop Shot!* Gold Team Beat the Clock model.

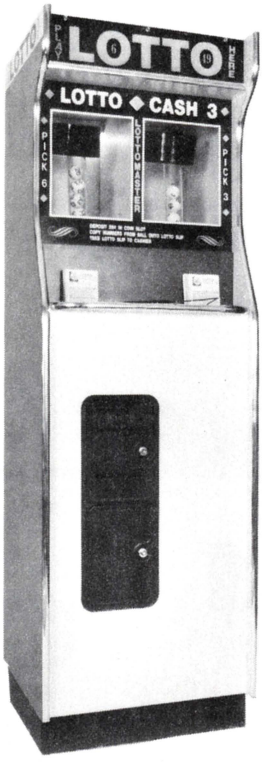
Lightweight, with adjustable height, the game fits all locations and uses any size ball. Standard equipment includes top grid-panels for safety and a lighted backboard for dark locations.

Hoop Shot! is modular and breaks down into eight major parts. Setup is fast and easy; no special tools required. In addition, the gate design is tamper-proof with a simple adjustment for ball size. The high-impact netting grid panels resist cutting and wear. There's also easy top and front accessibility to all electronic components.

The game boasts a quality steel frame, three-quarter-inch Marine plywood, and formica laminate. Dimensions are 34 inches wide by 9 feet deep; height adjusts from 7 feet 6-inches to 9 feet.

Options include a Mars $1-2-5 bill acceptor, Deltronic ticket dispenser, flashing rope light, lexan rebound panel, and conversion for foreign applications.

For more information, or distributor referral, write Doyle & Associates, P.O. Drawer 49467, Sarasota, FL 34230; (813) 351-2835.



Lotto Master II

Leisuretime Vending follows its successful original *Lotto Master* with the new *Lotto Master II* number-generating machine that entertains customers while they select lucky numbers.

The new design enables the game to select the numbers for the pick 6, pick 3, and pick 4 at the same time and for the same quarter. When the coin is deposited, the machine propels ping pong balls randomly, just as state lotteries pick their numbers. In seconds three different sets of numbered balls are captured in two clear plastic tubes in front of the player's view.

Leisuretime can change the configuration of the machines to work with the different games offered by various state lottery commissions. Suggested locations include supermarkets, C-stores, card shops, diners, restaurants, or any other location that sells lottery tickets.

The game cabinet is 22 inches wide by 19 inches deep by 71 inches high. It is available in a two-color formica finish and gives a convenient place for players to write down their number selections.

For more information, write Leisuretime Vending Inc., P.O. Box 17085, Ft. Lauderdale, FL 33318; (305) 973-9342 or (305) 476-7079.

Nellie

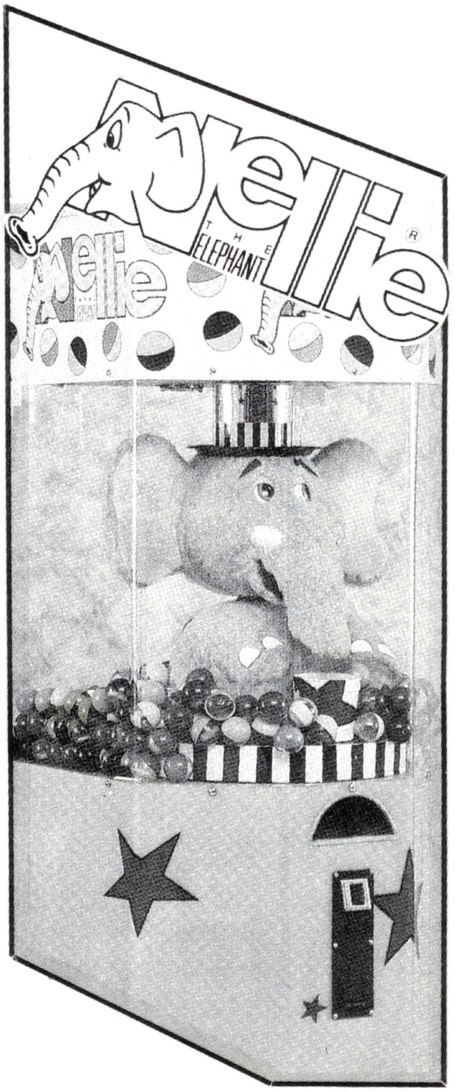
Gamemasters introduces *Nellie*, the novelty vendor that dispenses prizes in capsules.

Nellie features a cuddly elephant as an attract mode in the center of the machine. The unit plays a catchy tune and features the all-American colors of red, white, and blue on the cabinet. Nellie herself wears an Uncle Sam-type hat.

This novelty vendor is three-sided and affords clear viewing of the capsules in a large prize area. There is a single coin mechanism.

The game is from Topline Leisure Ltd. of England and is being marketed in the United States by Gamemasters.

For more information, or distributor referral, write Gamemasters, 5555 Oakbrook Pkwy., Suite 240, Norcross, GA 30093; (404) 662-5666.



The Final Round

Konami introduces a two-player interactive video kit for horizontal monitors with the boxing theme game, *The Final Round*.

Players are challenged to matches with the toughest boxers in the association. They must use speed, power, and stamina in fighting such heavies as Mad Mongol, Red Falco, Knockout Nick, and Steel Fist Fritz, among others.

Controls include an eight-way joystick and three buttons (head punch, body punch, and block). Repeat play is encouraged with buy-in and continuation features. Power meters at the bottom of the screen show each boxer's strength; power decreases with each punch a boxer takes.

Players adept at power-punches and fancy footwork can reduce their opponent's power meter to zero. Then the opponent is knocked down, but not out. He is given a count of ten to get up, just as in regulation boxing matches. It takes three knockdowns for an official knockout.

After winning two bouts, players are given a chance to enter a training mode where they can sharpen one of three skills. Confident players can skip this stage.

For more information, or distributor referral, write Konami Inc., 815 Mittel Drive, Wood Dale, IL 60191; (312) 595-1443.

Lazer-Tron

Lazer-Tron Corp. has developed a six-player lazer race shooting game, *Lazer Tron*, that allows up to six players to compete head-to-head in a contest of speed and skill.

In *Lazer-Tron*, the first player to shoot an alien creature causes it to burst into a red flash and emit a thunderous explosion. The player receives points at his battle command console and can immediately fire at the next alien appearing before him. The alien creature is an eerie green fluorescent target sure to draw attention.

Game targets (36 in all) are located behind a smoke-tinted plexiglass scene. At present, the scene choices include an intergalactic space battle, underwater, haunted house, western, and cops and robbers. The alien creature moves randomly, appearing at different targets at different times. High point scores require true player skill.

The game comes with hand-held lazer guns mounted securely on a counter, stereo music between games that also serves as an attract mode, ticket dispenser standard, adjustable game length, adjustable pricing, and optional bill acceptor. Each player's station has a single coin mech.

Lazer-Tron is a progressively difficult game; speed increases as the skill level of the player rises. Adults and children alike find this game appealing. It requires a space allotment of 12 feet by 8.5 feet. Assembly is easy due to snap connectors that assist in the approximate one hour set-up time.

For more information, write Lazer-Tron Corp., 7042 B Commerce Circle, Pleasanton, CA 94566; (415) 460-0873.

Master 7

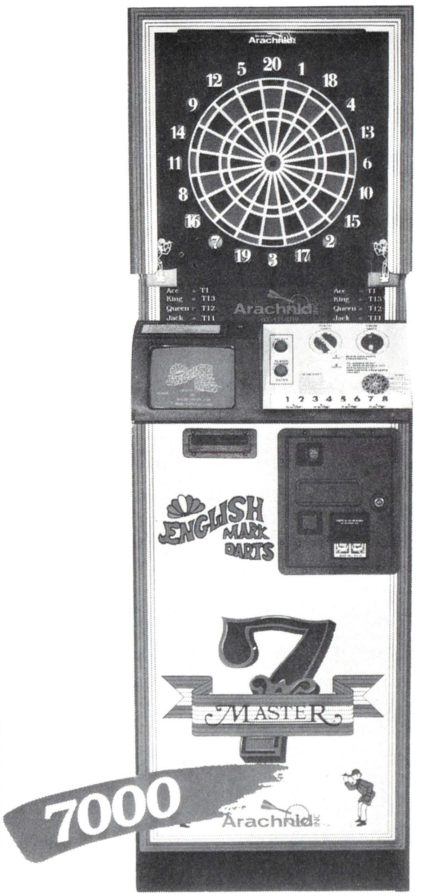
Arachnid takes the game of darts to new levels with the introduction of its *Master 7*, a multi-game for the pro dart player.

This new English Mark Darts design is for master level players and offers seven new games in addition to the serious player's favorites: 301 double in/double out and 701 double out. The other games are: Poker Darts, Black Jack Darts, Ship-Captain-Crew Darts, Darts Roulette 200, and three games of Cricket (regular, cut-throat, and team).

Master 7 also has a switchable inner bullseye and all-new league slot. It is also available as a kit for the *6000* or *6000 Plus*. The game has the much-desired monitor, attractive screen graphics, colorful decals, and optional bill validator with stacker.

All the benefits of the *Super 6 Plus* are found in the *Master 7*. There's also an auxiliary television hookup.

For more information, or distributor referral, write Arachnid Inc., P.O. Box 2901, Rockford, IL 61132; (800) 435-8319 or (815) 654-0212.



Love Meter, Are You Compatible?

A.C.S. Corp. introduces the *Love Meter* and *Are You Compatible?* novelty games that are suitable for a wide range of locations.

The *Love Meter* offers these features: game convertibility by changing glass and one ROM, LED readout with 120-character message, bright backglass, and player-controlled hand switch. The game is also available under these titles: Love Forecaster, Love Compatibility, Sex Meter, and Sensuality Meter (all with the same features).

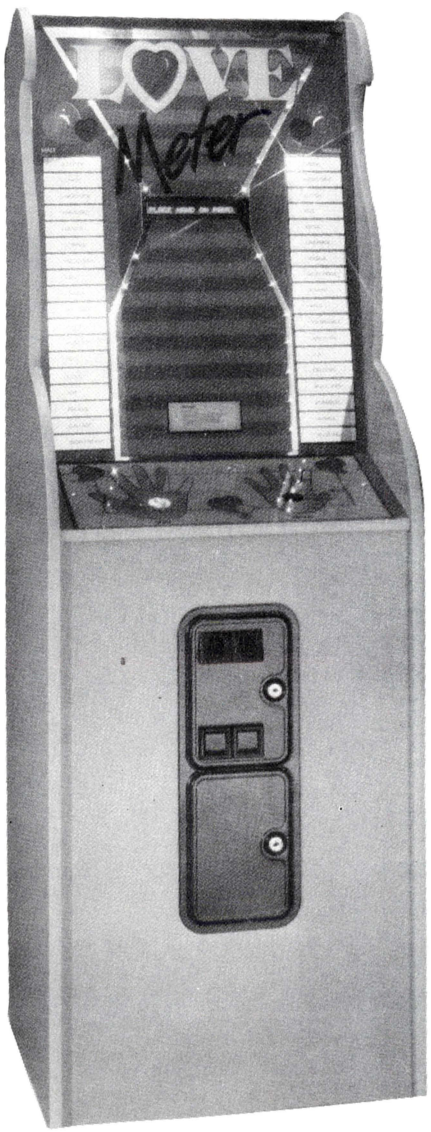
In addition, the cabinet is pastel blue with a colorful backglass that attracts attention. Dimensions are 2 feet wide by 2 feet deep by 6 feet high.

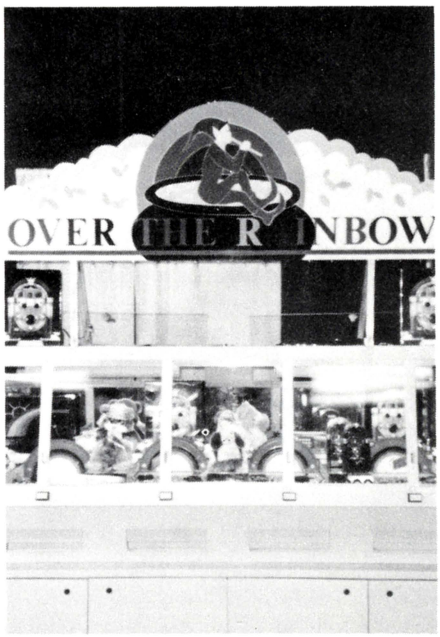
Are You Compatible? gives customers their own personal compatibility printout and appeals to both men and women.

Easy-to-follow instructions are displayed on the video terminal at the center of the game. Customers can interact with the computer while finding out their compatibility quotient.

The cabinet measures 3 feet wide by 2 feet deep by 7 feet high and comes in a bright red with a backglass highlighted by hearts. The game will accept four quarters or dollar bills.

For more information, or distributor referral, write A.C.S. Corp., 1339 Sassafras St., P.O. Box 25306, Cincinnati, OH 45225; (513) 542-1000.





Over the Rainbow

Gem Manufacturing presents *Over the Rainbow*, a merchandising token pusher with four prize doors on each unit.

Over the Rainbow features a shooter that has full range of the playfield, a skill stop button for each pusher, time adjustments on the skill stop, and prize shelves on every unit for player selection. Each unit has two large playfield access doors.

The game is token in/token out and can be used as a build-up merchandiser. The cabinet has a formica finish, the playfield is mirrored and lighted, and the storage base affords on-site prize storage. It can be adapted for ticket dispensers.

For more information, or distributor referral, write Gem Manufacturing, 325 Roseler Road, Glen Burnie, MD 21061; (800) 638-7879 or in Maryland (301) 768-3400.

Clear joystick

Happ Controls Inc. has released its newest Competition Pro joystick, the Model 5000 Clear. Designed for use on Atari home video games and computers, this model includes a feature unique to other Competition Pro joysticks: the joystick body is transparent. This permits the player to see the various multi-colored components and microswitches within the joystick.

The Model 5000 Clear is packaged in a multi-colored, windowed box to let the visual appeal show through. A similar joystick with a crystal-clear body is also available for the Sega Master System. The product comes with a five-year warranty.

For more information, contact Happ Controls Inc., 1251 Pagni Dr., Elk Grove Village, IL 60007; (312) 593-6130.

Product catalog

A new product catalog is now available from Illinois' P.K. Neuses Inc. The 32-page catalog introduces the new interconnect installation service tool kit, along with products ranging from cable tools, relay adjusting, marking kits, computer service tool kits, and test equipment.

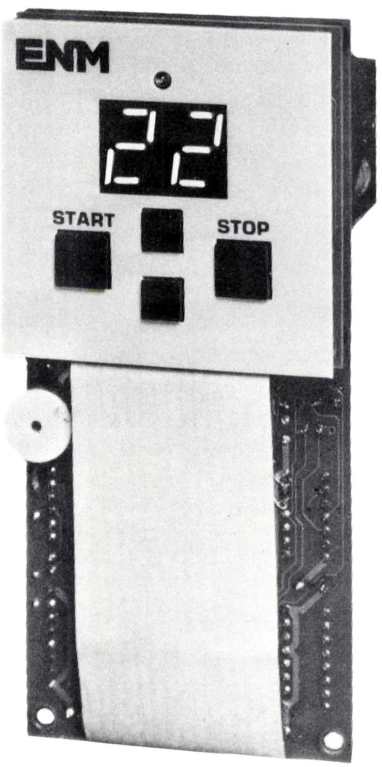
To receive a free copy of the catalog, write P.K. Neuses Inc., P.O. Box 100, Arlington Heights, IL 60006; (312) 253-6555.

Electronic timer

ENM Company presents their new Series PT22L electronic preset timer as the alternative to mechanical timers. Its small size and flexible mounting are ideal for the most demanding applications, consisting of two PC boards connected by a flexible cable. This makes it possible for the controls to be hand-held.

Maximum preset time can be limited by the OEM. The large LED display is easy to read at distances of up to 15 feet, and a two-digit timer offers a time span from one second to 90 minutes. Other features include automatic re-loading of preset time and an audio signal at the end of preset time. The internal control replay is capable of switching high-current loads.

In quantities of 1,000, the OEM price is approximately $45 each depending on specifications; the minimum order is 100 pieces. For more information, contact ENM Company, 5617 Northwest Hwy., Chicago, IL 60646; (312) 775-8400.



Compact counters

Redington Counters Inc. introduces three members of the compact Series 800 family: Model 80, Model 81 and Model 82.

Model 80 totalizers have six digits and a large LED display with programmable decimal points for easy viewing. The prescaling feature allows the unit to multiply count inputs. This, along with memory and an add/subtract or quadrature input feature, allows the Model 80 to be used in in-plant and OEM applications.

The Model 81 predetermining counter is characterized by a large LED display. Up to four preset levels allow the user to program four separate output functions, and there is no loss of data when power is lost. Other features are prescaling, writing, and a programmable decimal point.

The Model 82 tachometer/rate meter is easily programmable from the front panel. In addition to monitoring RPMs over a variety of inputs, it can serve as a rate meter in monitoring production line speeds and rates. Some of the features are a programmable decimal point and automatic averaging.

For more information, write "Series 800," Redington Counter Inc., P.O. Box 608, Windsor, CT 06095; (203) 688-6205.

High-density film

Cortec Corp. has introduced a versatile and cost-effective Cor-Pak film. This high-density, polyethylene film coated with VCI overcomes all of the disadvantages of VCI-coated papers while providing superior corrosion protection.

While VCI-coated papers require a different sheet for each type of metal, Cor-Pak film offers multimetal protection for both ferrous and non-ferrous metals. This includes steel, brass, copper, and aluminum— which means less inventory and less confusion. And because it isn't porous like paper, Cor-Pak provides a more effective vapor barrier against corrosion from humidity and moisture.

Cor-Pak film is available in individual sheets or rolls. For more information, contact Cortec Corp., 310 Chester St., St. Paul, MN 55107; (800) 4-CORTEC.

LED lamps

The Component Products Division of IEE announces the latest addition to the Jupiter LED lamp product line, model LL232EG. This high-efficiency, orange-green lamp utilizes GAASP on GAP orange and GAP on GAP green LED dies, in a white diffused T-13/4 package.

A drive current of 20mA produces typical luminous intensities of 5.0 mcd, with a viewing angle of 54 degrees. The LED dies are matched for uniform light output. These dual-color LED lamps are priced at 32 cents each in lots of 1,000 each. Delivery is stock to six weeks ARO.

For more information or technical assistance, contact the Customer Service Dept. of IEE's Component Products Division, 7740 Lemona Ave., Van Nuys, CA 91409; (818) 787-0311, ext. 377.

Bonding adhesive

Master Bond Inc. has developed a new low-viscosity, low-strength, anaerobic adhesive for bonding, sealing and locking rigid assemblies of all types. This adhesive product, called GP12, can also be used for locking and sealing threaded assemblies and other mechanically-mated components.

Master Bond GP12 is self-hardening at room temperature when applied between steel, aluminum, copper and most other metal surfaces. GP12 cures only when it is confined between mated surfaces and produces strong, durable bonds. It begins to cure automatically as soon as an assembly is fitted together.

Master Bond GP12 is available in 10cc, 50cc and 250 cc plastic squeeze bottles. It should be stored at ambient temperatures; storage stability is a minimum of one year in original containers.

For more information, contact James Brenner, Master Bond Inc., 154 Hobart St., Hackensack, NJ 07601; (201) 343-8983.

Tool catalog

Hand Tool Industries Inc. has its new 1989 tool kit catalog now available. It covers the company's expanded tool kit and hand tool product lines. Over 20 different tool kits and 80 different case selections are listed, as well as hundreds of standard and hard-to-find hand tools.

The catalog also includes time- and labor-saving tool kits, hand tools, test equipment, production aids, and related products. It's of use to all major service industries.

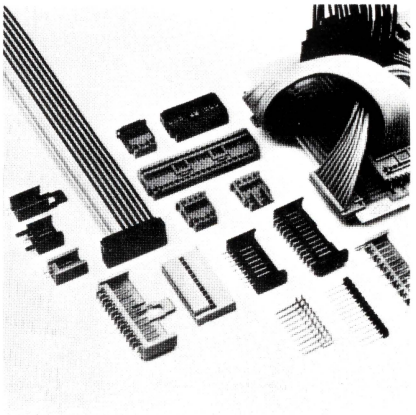
For a free catalog, write Bill Richards, Hand Tool Industries Inc., Dept. TKC, 1933 Lake St., Kent, OH 44240; (800) 652-1234 or (216) 678-8787 (800/843-5588 in Ohio).

Catalog of connectors

The Stocko Electro Division of Alpha Products Inc. has made available Catalog #AP-120 for its new series of one-step connectors. These connectors provide cost-efficient cable assembly termination, using discrete wire or flat ribbon cable with .100 pitch. (They are not to be confused with the standard IDC connectors that use dual row and .050 pitch.)

This unique one-step connector system will mate with standard .100 center headers, as well as headers using latching mechanisms designed by Alpha. The system also permits the interface directly to card edge fingers on PC boards, eliminating the need for additional connectors on the board. From manual to fully automatic assembly, equipment is available on a purchase or lease arrangement. The one-step connector catalog offers standard or custom-made cable assemblies and jumpers.

For a copy of the catalog, contact Alpha Products Inc., Stocko Electro Division, 5740 Corsa Ave. #104, Westlake Village, CA 91362; (818) 889-9304.



CLASSIFIED

PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. The deadline is one month before you want the ad to appear (example: August ad must be in by July 1). Send ad orders and payment to: PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184; FAX 504-488-7083. For more information, contact Ron Kogos (504)488-7003.

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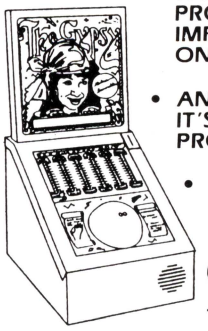

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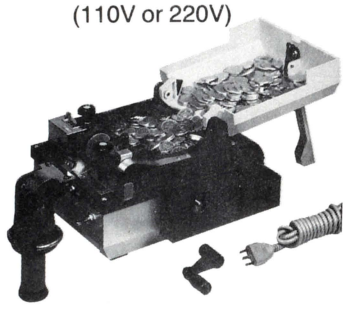

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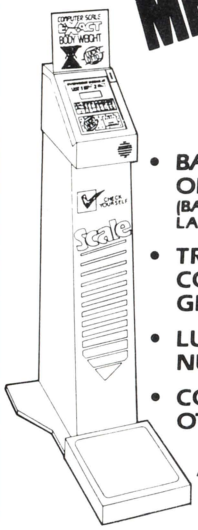

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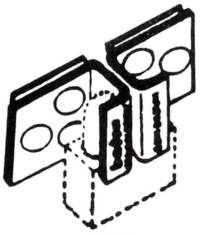

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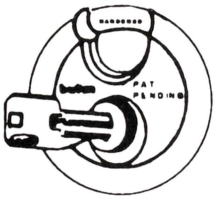

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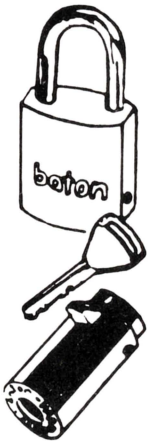

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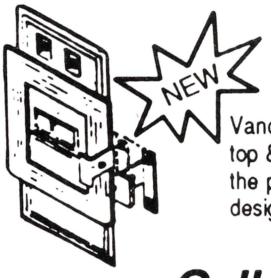

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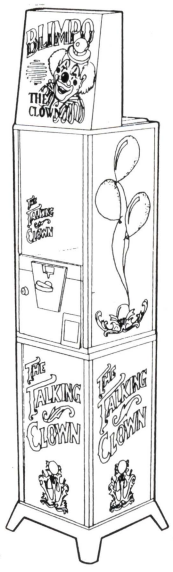

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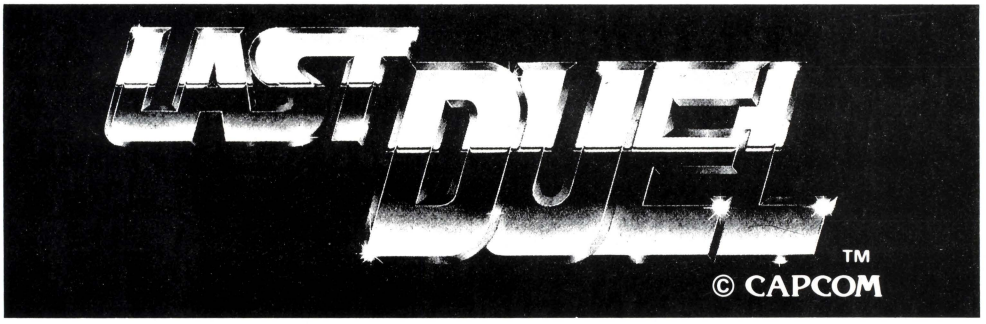

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THE CALENDAR 1989

February 23 24 25
American Coin Machine Expo (ACME), sponsored by Play Meter and the American Amusement Machine Association (AAMA), Bally's Reno, Reno, Nev. Contact W.T. Glasgow (312) 333-9292.

March 2 3 4
South Carolina Coin Operators Association (SCCOA) Annual Convention and Trade Show, Sheraton Hotel, Columbia, S.C. Contact Helen Sikes (803) 779-2498 or 345-2048.

March 30 31—April 1
Amusement and Music Operators of Texas (AMOT) Annual Convention and Trade Show, Raddison Hotel, Austin, Texas. Contact Vancie Todaro (409) 776-8287.

March 31—April 1 2
Minnesota Operators of Music and Amusements (MOMA) Annual Exhibit and Trade Show, Sheraton Park Place, Minneapolis. Contact Hy Sandler (612) 927-6662.

April 7 8 9
Wisconsin Amusement and Music Operators (WAMO) Annual Dart Tournament, Olympia Resort, Oconomowoc, Wis. Contact WAMO (414) 529-4704.

April 16 17 18
Amusement and Music Operators Association (AMOA) Annual Government Affairs Conference, The Hyatt on Capitol Hill, Washington, D.C. Contact AMOA (312) 644-6610.

April 20 21 22 23
Florida Amusement and Vending Association (FAVA) Music and Games Convention, Omni Expo Center, Orlando, Fla. Contact Kathey Fanning (904) 878-3134.

May 3 4 5 6
AMOA National Dart Association (NDA) International Team Championships, Sahara Hotel, Las Vegas, Nev. Contact Joe Conway (414) 263-2444.

May 4 5 6
Ohio Coin Machine Association (OCMA) Annual Exhibit and Trade Show, State Fairgrounds, Day's Inn, Columbus, Ohio. Contact OCMA (312) 369-2406.

May 18 19 20 21
Wisconsin Amusement and Music Operators Association (WAMO) Spring Convention, The Abbey Resort, Lake Geneva, Wis. Contact WAMO (414) 529-4704.

May 26 27 28 29
BullShooter IV World Challenge of Champions International Dart Championship, O'Hare Expo, Chicago. Contact Arachnid, (800) 435-8319 or (815) 654-0212.

June 9 10
Amusement and Music Operators of Virginia (AMOV) Annual Meeting and Show, Fort Magurdes Inn and Conference Center, Williamsburg, Va. Contact AMOV (804) 262-9283.

June 9 10 11
Illinois Coin Machine Operators Association (ICMOA) Annual Meeting and Trade Show, Clock Tower Resort, Rockford, Ill. Contact ICMOA (312) 369-2406.

July 21 22
Pennsylvania Amusement and Music Machine Association (PAMMA) Annual Meeting and Trade Show, Seven Springs Mountain Resort, Champion, Pa. Contact PAMMA (717) 232-5322.

August 18 19 20
Amusement and Music Operators of Tennessee Annual Meeting and Trade Show, Nashville, Tenn. Contact Gordon Archibald (901) 377-3525.

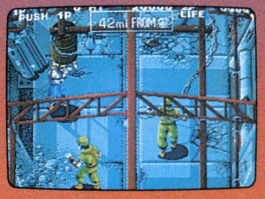
September 21 22 23
Michigan Coin Machine Operators Association (MCMOA) Annual Exhibit and Trade Show, Clarion Hotel, Lansing, Mich. Contact MCMOA (517) 372-2323. September 21 22 23

September 21 22 23
West Virginia Music and Vending Association (WVMVA) Annual Meeting and Show, Gateway Holiday Inn, Barbersville, W. Va. Contact WVMVA (304) 949-3289.

International

February 23 24 25
Blackpool Amusement Exhibition, Winter Gardens, Blackpool, England. Call 0253 25252.

THE LEGEND CONTINUES.



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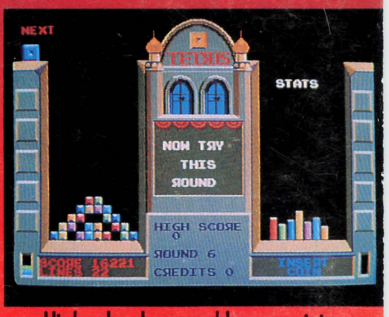
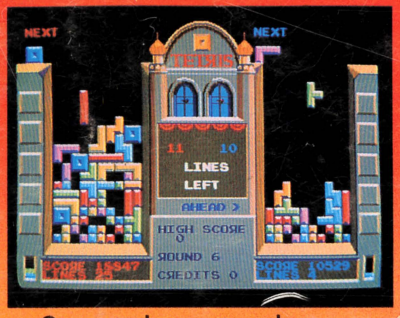


Higher levels award bonus points and add new features.



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